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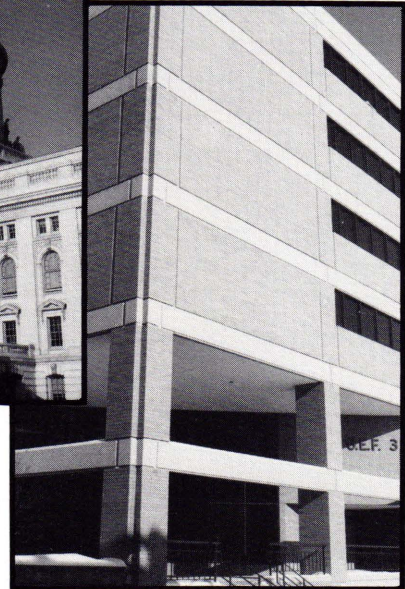
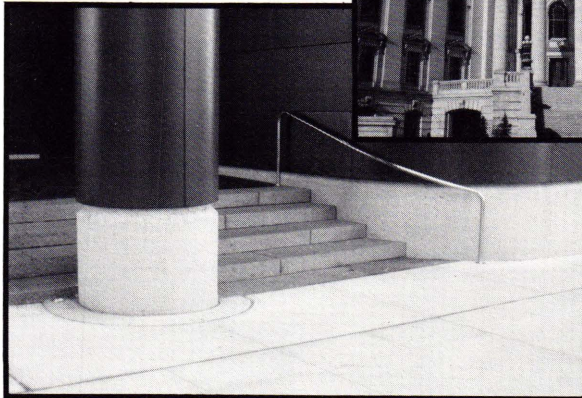
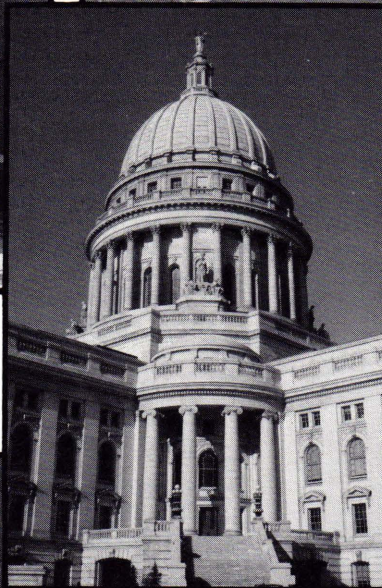
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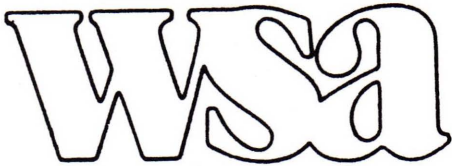


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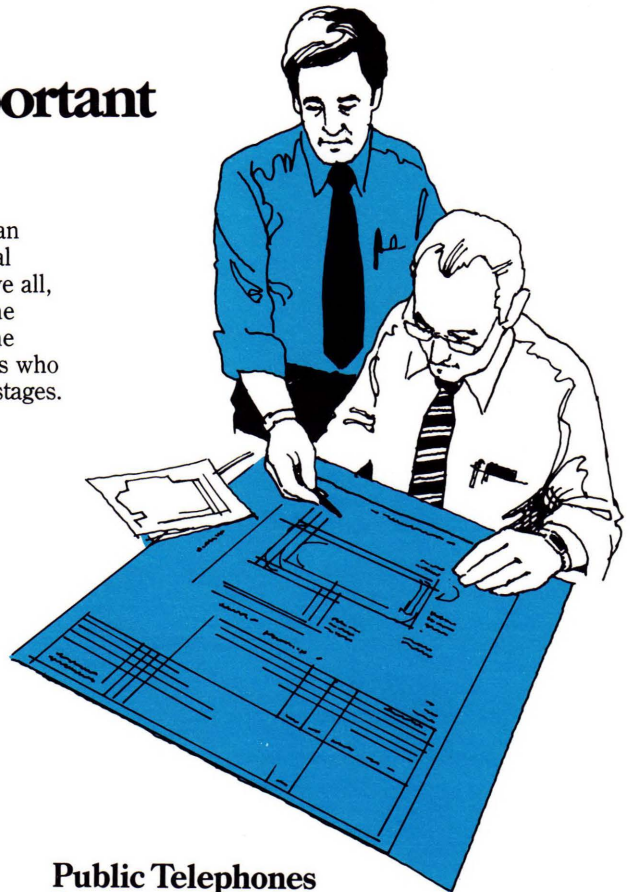


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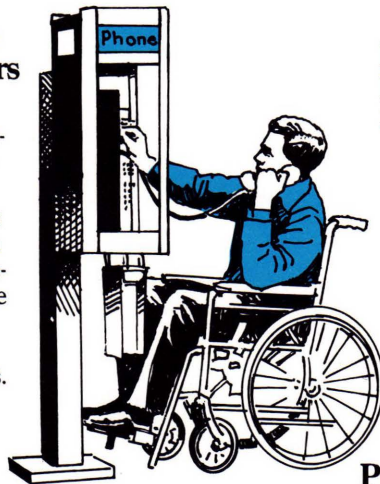
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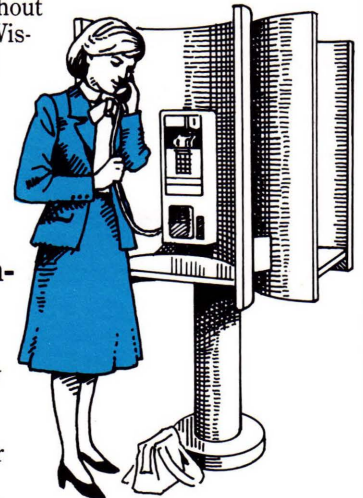
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# A Compensation Crisis And Pride In Our Profession

To All WSA/AIA Members:

Question:

Do architects and other employees within the firm receive salaries compensatory with their educational background?

Does your firm provide free services and design proposals in pursuit of new projects?

Have you participated in psuedo competitions where you provide design services hoping to "win" a project?

Are your fees drastically lower and services higher than your competition?

Are you a young graduate architecture student making less than \$22,000 per year and wondering why you paid so much for your education?

If you, yes "YOU", can answer **YES** to any of the questions above, you have lost perspective or self pride in the profession of architecture.

This open letter is written to provoke a response to current practices of our fellow practitioners in recent years. The low salary and small profit margins are causes directed from **within** the profession. Architects are willing today to work for very little monetary compensation. Soon, we may be paying for the clients buildings.

This issue is paramount for us to discuss here locally, for recently you have received a flyer from our sister city's AIA Chapter supporting a Compensation Fee Policy Statement.

At a recent conference titled, "The COMPENSATION CRISIS: Architects and Their Fees", sponsored by the Chicago AIA Chapter, issues regarding fees were addressed. At one of the seminar sessions, "A policy Statement on Fee, Compensation and Ethics", the Chicago AIA handed out a flyer called "COMPENSATION AND FEE POLICY STATEMENT" which they approved on wisconsin architect/march 1985

September 25, 1984. In that flyer is the following statement of principles:

Architects shall not provide professional services without compensation.

Architects shall continue their commitment to participate in the cultural vitality of the communities they serve by actively assisting various civic and cultural organizations on a pro bono basis. Work done for these organizations with no monetary compensation should be noted by the practitioner on all drawings and documents issued.

An architect shall not participate in any client request for a proposal where fee is a sole basis for selection.

Competition among architects which is based on quality, nature and type of services rendered is indicative of professional conduct and shall be encouraged. Pursuit of a commission shall be limited to the fair representation of the architect's professional experience, services and capabilities.

Architects shall not lead clients to believe that price is the dominant factor in the architectural selection process.

The fees charged by architects for professional services shall be based on the costs incurred to provide those services. Architects shall not reduce fees without appropriate reduction of services.

Employees of architectural firms should be compensated at a rate that reflects their educational and professional investment and that is comparable to starting salaries in other professions. Compensation should be on an equitable and fair basis regardless of sex, creed or race. Architectural firms should immediately establish fees which will enable an entry level salary of \$22,000 for an archi-

tectural graduate with a professional degree.

An architect shall be considered a member of the profession regardless of whether the architect is employed by a design firm, a corporation or a public entity. An architect working in allied arts or in firms such as real estate, construction or sales shall also be considered as a member of the profession.

More experienced architectural firms shall offer assistance in the development of newly established professional firms by supporting the efforts of joint professional development programs and by forming professional collaboratives for performance of services.

Does this policy sound unbelievable? Well the Chicago Chapter thinks it is time to do something about our problem. Recently the New York Chapter of the AIA also implemented policies similar to Chicago's in their fight to combat the decay of our profession. Where is Wisconsin?

Are we in a situation similar to the apparel industries "sweatshops" at the turn of the century. We "gentlemen" architects have to stop being manipulated by our clients who look at the dollar sign and not at the **SCOPE** of architectural services. How many of us are working on a salary basis and find our time vs. salary equals \$5 per hour. Or, how many of us find that retirement benefits or health insurance policies are inadequate.

In the Chicago AIA Policy Statement they establish the base salary for the young architect, the fee and salaries of the experienced people takes care of itself and the fees for our jobs becomes a ratio of our costs. If architects continue to "bid" for work at low fees, thus undercutting their compensation, then the only way the project becomes feasible is by cutting salaries of their staff.





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We have to stand up and begin to respect ourselves and our profession; stopping this trend that is hurting us all (principal or employee). We, WSA/AIA, have to take the responsibility to initiate policy that our members will abide. We must begin now and concentrate on these issues, making commitments to our profession's future. We feel an organization such as the WSA should propose, implement and enforce rules of conduct similar to those begun by the Chicago Chapter.

Let's start the dialogue!

The second day of the forthcoming WSA Convention (April 24 and 25) will be devoted solely to architectural fees, salaries and compensation. Come and participate.

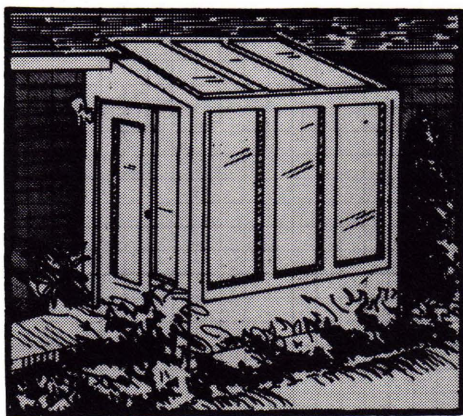
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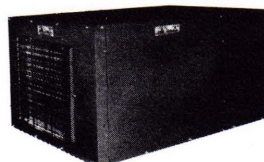
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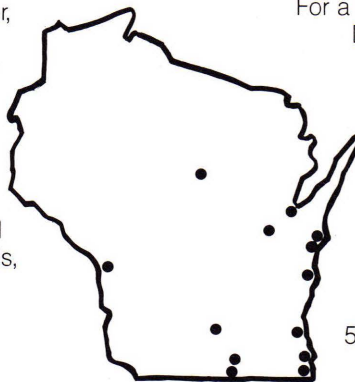
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# Audit Bureau Proposes Price As A Selection Criteria For A-E Selection

*By Eric Englund*

## INTRODUCTION

The appropriate method for selecting architects and engineers to provide services remains an issue which arises time and time again as owners embark upon building projects. While the federal government has long ago adopted a competitive negotiations selection methodology (Brooks Law), many both public and private owners continue to question why professional fees cannot or should not be a criteria in selecting firms.

The WSA has long taken the position of advocating competitive negotiations selection which ranks firms on the basis of their competence only . . . not fee. In pursuit of this position, the WSA expends substantial time and effort attempting to educate public and private owners on the nature of architectural services and the benefits of competence based selection. The following is a case study of how this issue has recently surfaced and the efforts and response of the WSA.

## THE AUDIT

One of the research arms of the Wisconsin Legislature is the Legislative Audit Bureau. In general, its function is to review the performance and program accomplishments of various state departments and agencies and provide reports to the legislature for follow-up and action. Typically the audits by the Audit Bureau are initiated at the request of legislators who have developed some concern regarding the operation or efficiency of a particular state agency.

Early in 1984 such a concern was raised by a legislator regarding the costs controls in the Point Source Pollution Abatement Grant Program administered by the Department of Natural Resources. To make a long and somewhat complex story shorter, this program controls and administers the millions and millions of dollars utilized

by municipalities in Wisconsin for the planning, design and construction of wastewater treatment facilities. To give you some idea of the scope of these projects, it is estimated that in excess of 2.5 billion dollars of state and federal funds will be spent in Wisconsin in a 20 year period to upgrade these facilities.

That state legislator expressed some concern regarding the costs of engineering services for the planning, design and construction of these facilities. The services were alleged to equal about 19% of the funds which have been expended to date. The Legislative Audit Bureau was asked to investigate this matter and during the course of their investigation began to make inquiry regarding the selection methodology used by public owners for hiring engineers to provide professional services for wastewater treatment facilities. As an aside to this study, the auditors have long been aware of the fact that the Division of State Facilities Management of the Department of Administration (DOSFM) is charged with the responsibility of awarding contracts to private architectural and engineering firms for the purposes of carrying out the state building program. While there was never any direction from the legislature to undertake a study of the DOSFM, the auditors decided to do so anyway. In undertaking this study the auditors spent substantial time reviewing records and procedures utilized by DOSFM. WSA initiated contact with the auditors, met with them, and provided them with substantial background information regarding competence based selection.

## WHAT THE AUDITORS FOUND

Essentially what the auditors found was a selection process for architects and engineers used by DOSFM which is open, objective and has, on the whole, provided a

quality professional service to the State. The auditors also found that the procedures utilized by DOSFM did not include a consideration of the potential costs of A-E services until after a single firm had been selected. It was on this point that the auditors looked closer. Why, they questioned, can't fee be used as an additional criteria in selection?

The answers given were the ones that have caused the federal government, and many public and private owners, to not consider price:

1) Utilization of fee as a selection criteria early in the selection process will impact negatively on the scope of professional services and adversely affect the quality of the professional service.

2) If price is to be a criteria in the selection process additional administrative time will be necessary in order to better define the scope of services in order that the fees quoted can in fact compare "apples to apples".

3) An emphasis on fees in selection will result in a reduction of the more creative and inventive services.

4) Including cost considerations in the selection process will create an adversarial relationship between the owner and the architect.

5) Since the "margin of difference" which can realistically be considered is such a small percentage of the total project costs, it should not be given such a disproportionate weight in the selection.

The auditors were not overly impressed with these arguments. In essence they felt that it is feasible to consider cost and select highly qualified firms without significantly affecting the quality of the work, the relationship between the owner and the architect, or the owner's administrative workload. They specifically cited as an example wisconsin architect/march 1985





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ple a 1982 project at Mid State Technical Institute (not administered through the DOSFM) in which price estimates submitted by seven firms interviewed for a \$1.5 million project ranged from \$67,500 to \$112,500.

### THE AUDITOR'S RECOMMENDATION

The Audit Bureau recommended that the DOSFM require A-E firms, on major projects, to submit price estimates as part of the interview procedure. They further recommended that if the quality of two or more of the shortlisted firms is judged to be essentially equal i.e. their scores differ by no more than 10%, that the price estimates be utilized as part of the selection process.

The process of a legislative audit involves the audit being submitted to the audited agency in a draft form prior to publication. This process has developed over the years as a means of providing the audited agency with a chance to respond to the audit prior to the audit becoming a public record. While the DOSFM was the audited agency, they are a subdivision of the Department of Administration (DOA) and the Deputy Secretary of the DOA became involved in the review of the preliminary draft of the audit. In a letter that ultimately became an appendix to the audit, the Deputy Secretary of the DOA responded to the audit. The essence of this response is to defend a competence based selection process. The letter specifically notes that any effort to reduce fees paid to architects should be weighed very carefully to assure that the quality of services provided are not reduced to the point where an adverse affect is transmitted to the related design and bidding documents. That letter questions whether or not the submission of fee estimates will produce any cost savings . . . but the letter agreed to a one year trial basis of the proposed recommendation of the auditor.

### WSA RESPONSE

While the WSA had been involved in the audit process, the agreement to a one year trial basis of the recommendations of the architect/march 1985

auditor was made without the advice, consent or input of WSA. Upon becoming aware of this agreement, the WSA undertook a series of meetings with the state auditor, staff of the DOSFM, representatives of state agencies who have buildings built and remodeled by the DOSFM, and the Deputy Secretary at DOA. During these meetings the WSA attempted to again educate those involved of the benefits associated with competence based selection. Time and time again the WSA noted that there had been no preexisting complaints of any problem which caused the audit, there were no legislators who were complaining regarding the existing selection process, that the existing served the state well for many years, and that there was no substantive evidence to indicate that any cost savings would inure to the benefit of the state through this proposed trial basis experiment. To the contrary, the WSA argued that the utilization of fee as a criteria for selection would lead to a decrease in the quality of the professional service which would have both a short term and long adverse impact on the cost of construction, the quality of construction, and the life cycle costs of operating and maintaining state buildings. All these arguments were supported and substantiated by staff for DOSFM and the various agencies that operate and inhabit state buildings.

While there appeared to be some recognition and understanding of the merits of the arguments made by WSA, staff at DOSFM, and staff for various state agencies involved in building design and construction, the position taken by the Deputy Secretary at DOA and the State Auditor was that the experiment should go ahead. This position was somewhat tempered by their indication that if the experiment did not show any significant benefits inuring to the state that the experiment would be dropped after one year.

### OFF TO THE LEGISLATURE

The question confronting WSA was then "WHERE DO WE GO FROM HERE?" The only available option was to the Wisconsin Legislature. They have the ultimate jurisdiction

over the functions of state agencies, and have, within their discretion, the right to override this proposed experiment. Contacting legislators on this particular issue is somewhat tricky in that their initial response is that the WSA's involvement is a most self serving one. The typical legislative response is "What are you guys afraid of?" "What's wrong with a little competition?" "Everyone else is bidding their professional services, why can't you guys?" "Doctors, accountants, and even lawyers are forced to quote their fees, why can't you guys?"

As of this article, WSA has made a preliminary determination that our best avenue of response is not to take this battle to the legislative arena, but to educate our membership as to the nature of this experiment and work towards the rescission of this experiment after one year. At this point in time projections are that this experiment may impact on five projects at the most. **Assuming** that the shortlisted firms on those major projects do not propose to substantially reduce the quality of their services and thereby reduce their fee proposals the WSA has every belief that the experiment will prove to be invalid and that after one year this matter will be rescinded.

### THE PROCESS

What is the revised process that will be used during this one year experiment? Essentially it boils down to a requirement that shortlisted firms on major projects over 2.5 million will be required to submit a sealed cost estimate prior to their interview. Interviews will be conducted in a normal fashion and scoring will be done in accordance with prior procedure and the requirements of ADM 20 the Wisconsin Administrative Code. Any shortlisted firm interviewed who have obtained an interview score which is less than 90% of the top score will be eliminated. Cost estimates will be opened for firms within the upper 10 percentile and a final composite score will be then tabulated utilizing as 80% of its value the interview score and 20% of its value the cost estimate with the lowest cost estimate receiving the full 20% and the competing firm(s) receiving a prorated reduced scoring.



## EXPERIMENT REQUIRES FULL SCOPE OF SERVICES

What fees will be in the sealed envelope submitted by the shortlisted firms? No one is certain. What is certain is that the firms selected to provide professional services during this experimental process will be **required** to provide the full scope of services ordinarily required by architects who work for the State of Wisconsin. In case you haven't recently had a reason to review the contract utilized by the State, those services include an almost unlimited professional service during design development, as well as an almost unlimited attendance at the necessary meetings required as part of the design and construction process. Conventional wisdom in the Wisconsin architectural community is that firms providing professional services for the State more often than not break even on the fee negotiated . . . not incurring significant profits or losses.

Only time will tell the amount of fees quoted by firms. The WSA has taken the position that these fee quotations are public record and will be subject to scrutiny by the WSA at such time as the envelopes are opened and the fees are utilized as part of the selection process. A copy of the guideline utilized by the DOSFM in negotiating fees was added to the report issued by the Legislative Audit Bureau and is reproduced in full at the conclusion of this article.

### THE FUTURE?

What will the future bring in the future evolution of this story? Nobody knows for sure. The WSA will closely monitor this "experiment" and will report through the WISCONSIN ARCHITECT the fee quotations provided when fees are used as part of the selection process. The WSA will be contacting key legislators to make them aware of this experiment and will be keeping in touch with other individuals key to this experiment.

### CONCLUSION

The issue of "HOW DO I SELECT AN ARCHITECT?" is apparently here to stay. While you and your organiza-

tion can continue to seek to educate owners regarding competence based selection, it continues to appear that the best opportunity to achieve this goal is in architects behaving responsibly when

to quote fees for their professional service. Assuming that fee quotations are responsible, it appears that owners will be inclined to select on the basis of competence.

### Department of Administration Suggested Architect's/ Engineer's Fee Guide

#### New Construction Guidelines

New construction projects will be classified into one of the following classifications:

A. Utilitarian: Includes such facilities as: garages, shop buildings, maintenance buildings and warehouses. Generally, facilities of this classification will be of simple repetitive construction without any great degree of special finish or design.

B. Standard: Includes such facilities as: dormitories, classroom buildings, office buildings, physical education facilities, food service facilities, libraries infirmaries, and armories.

C. Complex: Includes such facilities as: fine arts facilities, theatres, churches, science and laboratory facilities, and student unions. Such facilities will generally be complex in design and detail.

D. Hospitals: Includes structures of an unusual character and complexity, requiring prolonged study and specialized design.

### Suggested Fee Guide - New Construction

Construction Cost	Classification			
	A	B	C	D
\$ 100,000	7.3%	8.0%	8.4%	8.8%
500,000	6.5	7.3	7.8	8.2
1,000,000	6.0	6.8	7.3	7.8
2,000,000	5.5	6.0	6.5	7.0
3,000,000	5.2	6.0	6.5	7.0
4,000,000	5.0	5.8	6.3	6.8
5,000,000	4.7	5.6	6.1	6.6
6,000,000	4.5	5.4	5.9	6.4
7,000,000	4.3	5.2	5.7	6.2
8,000,000	4.1	5.0	5.5	6.0
9,000,000	4.1	4.9	5.5	5.9
10,000,000	4.0	4.8	5.4	5.8

#### Remodeling Guidelines

It is recognized that design costs and effort vary greatly among individual remodeling projects. As a general rule, the fee for a remodeling project can be obtained by increasing the suggested fee guide for new construction by 1-2% depending upon complexity. Among the factors to be considered in determining the fee are the following:

1. Age and character of the building.
2. Availability and accuracy of plans and specifications.
3. Extent and type of functional revisions.
4. Requirement of maintaining the building's existing character.
5. Extent of mechanical and electrical involvement.

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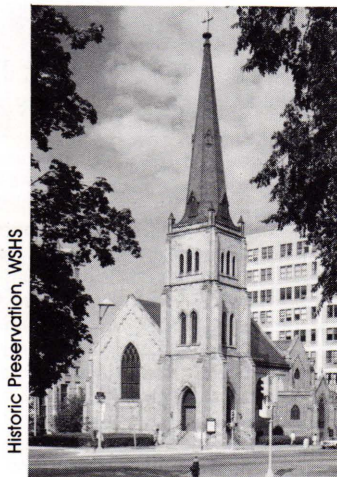
# A SAMPLING of MADISON'S ARCHITECTURE

1838-1985

The stately granite dome of Wisconsin's Capitol — logo for the city which has grown up around it. Many visitors and citizens alike thrill at the sight of it. Viewed from a distant hill outside the city, at sunset, in a misty fog, in brilliant sunlight against an azure sky, or seen at night from the concourse below — in all these situations this bit of architecture inspires feelings not easily explained.

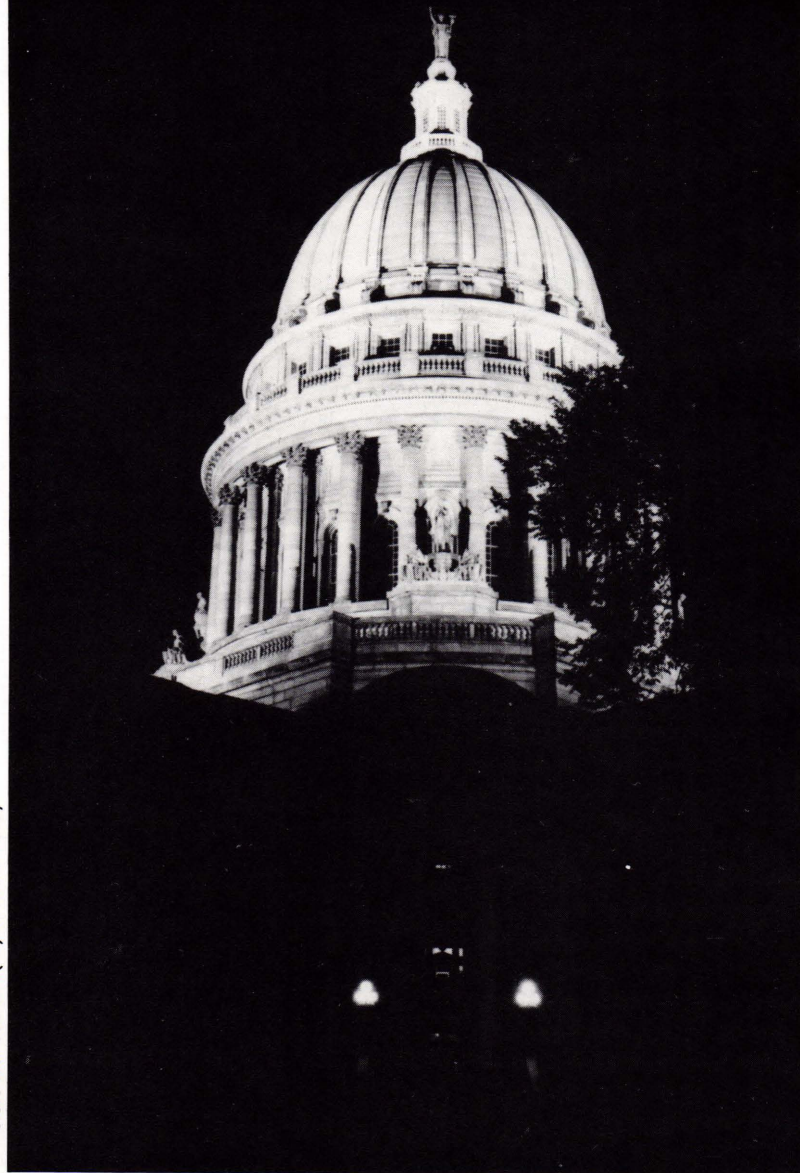


**American Exchange Bank**  
1 N. Pinckney  
Stephen V. Shipman 1871  
One of several original sandstone buildings still standing on North Pinckney. It was built as Farwell School of Business.



**Grace Episcopal Church** 1855-58  
James O. Douglas  
This sandstone church is the oldest existing building around the Capitol Square. It housed Madison's first pipe organ and boasts two Tiffany windows.

State Hist. Soc. WHI (V4)5 Richard Vesey



**Wisconsin State Capitol**  
George B. Post

1906-17

## Introduction -

These pages attempt to give a brief pictorial history of Madison's architecture plus a thumbnail sketch of how the city developed. Only a part of the early and present day designers who contributed to what our city has become, could be included. But each illustration, painfully chosen, should be an example of a building or a space between buildings which would cause a passerby, who was sensitive to an aesthetic environment, to

pause and take a second look. Some of the early examples have been giving pleasure to the eye for years. Hopefully, some of the recent examples will stand the criticism of time and in their old age be preserved for posterity by another younger generation.

In order to include a few architectural surprises, some important, time-honored buildings have needfully been omitted.



The birth of the village of Madison was unique. It was designated the state's Capital when no more than a map of hastily surveyed land, but land of unsurpassed natural beauty. It was called Four Lakes City. Construction began on the first Capitol in June, 1837. The 1838 census taken the following summer reports "not more than a dozen houses . . . counting every cabin and shanty within three miles of the Capitol." All future building and construction pivoted around the Capitol. No trading post or supply center existed. Nor was there any main traffic route by land or water such as provided the nucleus for most early towns.

Two log cabins were built in 1837 near the proposed Capitol site. One burned down almost immediately. That left the Peck cabin to provide food and shelter, such as it could, for the 36 construction workers who arrived in June to begin work on the new state building.

Trees were everywhere and stone could be had for the digging. Brickyards sprang up in the early years. In 1850 a writer for Argus magazine wrote that Madison was "... in short, an inhabited forest". Madison's first crime problem was cutting timber from another man's land.

The isthmus burst forth with buildings, both commercial and residential, along the King Street axis. The hub extended westward along Wilson and Main Streets. Though there seemed to be a frenzy of activity and construction, all historians mention the city's slow growth. As late as 1890 it was tenth in the state in size. Only after East Washington Avenue penetrated the low marshy lands in the early 1850s, did that area develop. Madison's first railroad was built in 1854, run-

ning from Milwaukee to the Mississippi River. Eventually a network of nine railroads brought builders and building materials to the village.

As growth continued and the status of city was achieved in 1856, Capitol Square became the hub. At its peak during the years 1880-85, a total of 89 to 124 stores and services were available. For comparison, East Towne today has about 100 stores. After 1885 there began a steady decline which continues to the present time. Today's outlying shopping centers do most of the city's business.

In 1848 land was selected for a state university. So town and gown grew up together, forming a triangle population — lawmakers, educators, and the citizenry of workmen and businessmen. Churches, stores, and business buildings of sandstone slowly circled the new Capitol grounds, finally including a place to house legislators, the Park Hotel, which was erected in 1871-72. Larger homes were built on the high ridges to the north, including "mansion hill", and west toward the university. Workmen built houses to the south and east of the King Street hub. Low shoreline along the lakes was shunned for health reasons.

A writer in 1880 reported "the lowlands, not long ago thought forever doomed to rushes and frogs, are now being rapidly filled and settled upon". A real estate ad reading "Splendid location for a home. No marshes, no malaria." was placed in an 1897 newspaper referring to lots in the new University Heights development.

Professor Thwaite wrote "Domestic architecture, which up to 1880 was severely simple, often crude, has developed to a stage quite equal to that found in cities of greater pretensions".

State Hist. Soc. WHI (X3) 11515



Carvers at work on the Karl Bitter sculpture for exterior of Capitol dome, probably 1911-12. Stone was brought to Madison by train directly from the Bethel, Vermont quarry and some of the sculpture was worked on-site.



**Daniel Mackman House** 1854

Located at the corner of Brooks and Johnson Streets, this simple clapboard Irish workman's house is virtually unchanged since the day it was built, nearly a century and a quarter ago. It retains its decorative fascia on porch and is now completely surrounded by campus buildings and a six-lane boulevard.



**Pierce House** 424 N. Pinckney Kutzbock & Donnel 1857-58

A rare example of residential Romanesque Revival. Interior and exterior show excellent work of German trained craftsmen. Outstanding details include corbelled & turreted cornices, arched window tracery, decorative plaster, six fireplaces, hand carved wood, and a four story spiral staircase. In 1938 the house was converted into apartments. Plans are now under way to turn it into a small luxury inn.

Richard W. E. Perrin reveals that Wisconsin was particularly fortunate in the number of skilled wood and stone craftsmen lured to this territory in the 1800s. Holy Redeemer Catholic Church on Johnson Street was completed in 1869 for \$28,000. It was designed by John Nader and built by James Livesey, a highly skilled stone mason who also built Grace Episcopal Church and Bascom Hall. Holy Redeemer escaped the "modernizing" of its chancel, so the three handcarved altars plus the choir loft railing executed by parishioners of the 1860s can still be seen and admired. Some of the stone cutters and sculptors who worked on the State Historical Society building also worked on decorative sculpture for the exterior of the present Capitol, built after the fire of 1904.



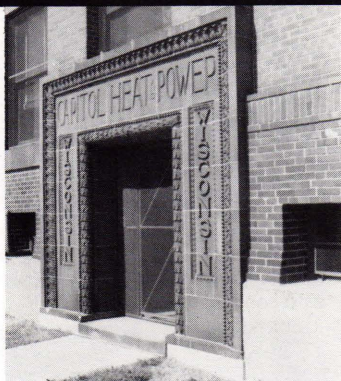
**Curtis family cottage** 1888

This doll size cottage was built on Curtis family property on South Hancock. To keep in step with architectural progress, the tower was added at a later date.

**Leitch House** 752 E. Gorham 1857-58  
Considered to be the first Madison home with indoor plumbing. Also considered to be the best example of Victorian Gothic in Wisconsin.







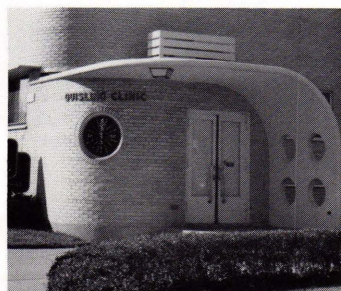
**Entrance to Capitol Heat & Power Plant**  
624 E. Main  
Lew F. Porter 1909  
Still in use, this plant supplies the Capitol with steam through a 2600 foot long tunnel.

Madison has excellent examples of most of the 19th and early 20th century styles of residential architecture built nationwide. Unique to Madison are the examples of work by Sullivan and Wright and their followers, who were drawn toward the Prairie Style and its philosophy.

World War II and the opening of Truax Field brought barracks, quonsets, and the dividing of many large old homes into apartments. Postwar housing shortages produced a rash of small, cheap houses. Dining rooms and second floors gave way to more plumbing and the "picture window".

The "lunch box" house by Lustron Co. was an early effort to mass produce houses — high tech design ahead of its time. Walls were 20-gauge steel panels enameled in pastel colors. Quoted price in 1947 was \$7,000. Madison has several (not shown) still in good shape.

Quality design for modest cost was the special goal of Madison's Marshall Erdman. His precut buildings included 3 prefabs designed by Frank Lloyd Wright (not shown).



**Entrance to Quisling Clinic & Quisling Towers**  
2 W. Gorham  
Wisconsin & Gilman  
Lawrence Monberg 1937  
wisconsin architect/march 1985



Historic Preservation, WSHS

**Bradley House I**  
Louis Sullivan

106 N. Prospect  
1909-11



**Tenney House & Entrance Gate**  
1155 Farwell Dr.  
Kaeser, McLeod, & Weston 1948



**Gilmore (Airplane) House**  
Frank Lloyd Wright

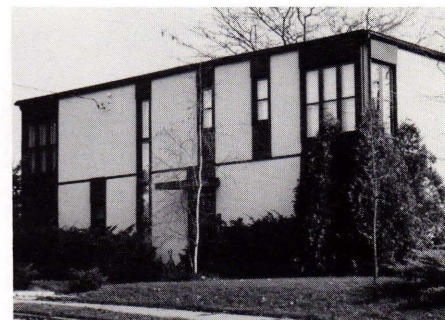
120 Ely Place  
1908



**Tamarack Trails**  
110 S. Westfield Ave.  
An early westside housing project considered to be very successful. First units were for sale in 1974, designed by James Burkhard.



**Canal Place Apts.** Main & Franklin  
Bruce Simonson 1984  
Commemorating location on early Doty map of a dug canal between Lakes Mendota and Monona. These new townhouse apartments revive a small dilapidated section of downtown Madison.



**Morehouse House** 101 Ely Place  
George Fred Keck 1937  
The best of only a few International Style homes built in Madison.





Entrance Detail in Terra Cotta, Lincoln School  
Claude & Stark

Gorham  
1915

Female voting power in Madison was responsible in 1905 for the "go ahead" on Madison's first designed high school. The conservative school board, city council, and many influential male citizens wished to reject this "reckless extravagance". But the plurality of female pro-voters resulted in hiring the nationally famous Cass Gilbert of St. Paul as architect for the Oxfordian style building at Wisconsin & Johnson Streets (not shown). Old Central High now houses MATC.



**Randall School** 1802 Regent  
Alvin Small 1906  
Oldest school in Madison still used as a school.



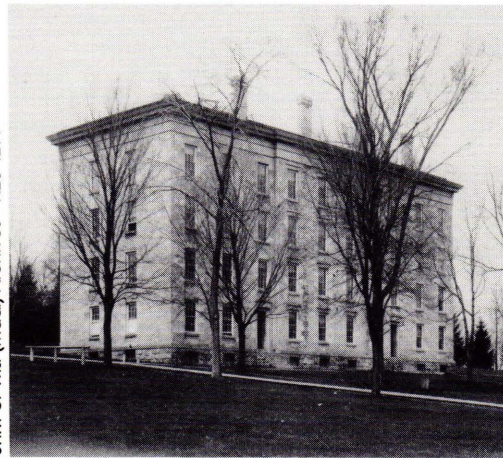
**James Madison Memorial High School** 201 S. Gammon Rd.  
Graven/Assoc. 1964

William Wollin Studio



**Holstein, Freisian Bldg.**  
448 W. Washington  
Law, Law, & Potter 1931  
An untouched example of the stylized floral designs on spandrels, grilles, and entrance lights of the Art Deco period.

Univ. of Wis. (Mad.) Archives X25 1299

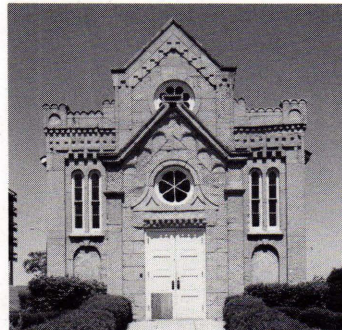


**North Hall** 1050 Observatory Dr.  
John Rague 1851  
First building on the university campus, followed four years later by South Hall. John Muir slept here.

Univ. of Wis. (Mad.) Archives X 25 1300



**Lathrop Hall** 1050 University Ave.  
Arthur Peabody with Laird & Cret, Philadelphia 1908



**Gates of Heaven Synagogue**  
302 E. Gorham  
August Kutzbock 1863  
Moved to present location in 1971. Is one of oldest surviving synagogues in the nation.

Univ. of Wis. (Mad.) Archives X25 644



**Old Red Gym** 716 Langdon  
Conover & Porter 1894

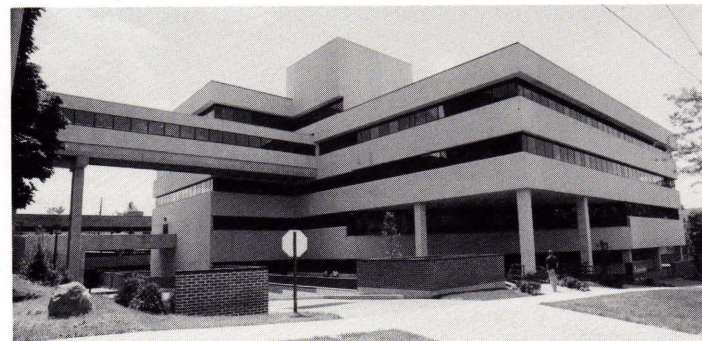


**University Hospital Complex**  
HOK, St. Louis  
Flad and Associates

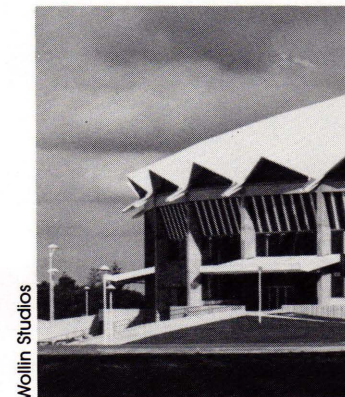
Bruce Fritz



**Stock Pavilion** 1675 Linden Drive  
Arthur Peabody 1908  
Laird & Cret, Philadelphia  
Many renowned musicians performed in this building during the years it served as a city auditorium to large audiences before the Civic Center was built. It is a part of a unique agricultural complex on the west campus, now surrounded by city.



**Jackson Clinic** 345 W. Washington Ave.  
HSR Associates, Inc. 1982



**Dane County Memorial Coliseum**  
The steel dome is 95 feet high in cen wisconsin architect/march 1985

Wollin Studios





**West Campus Heating & Chilling Plant**  
Sample & Potter

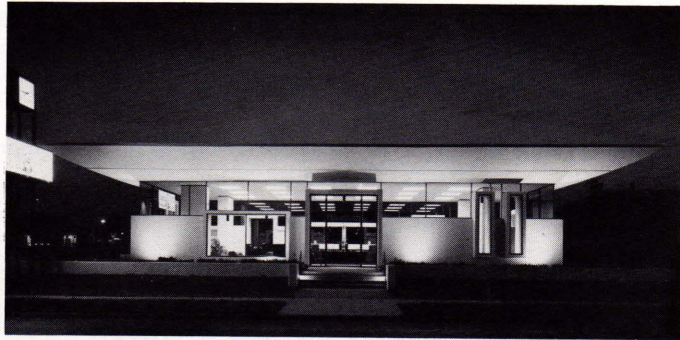
505 N. Walnut  
1974

Wollin Studios



**Steenbock Mem. Library**  
Weiler, Strang, & McMullin

550 Babcock Dr.  
1967

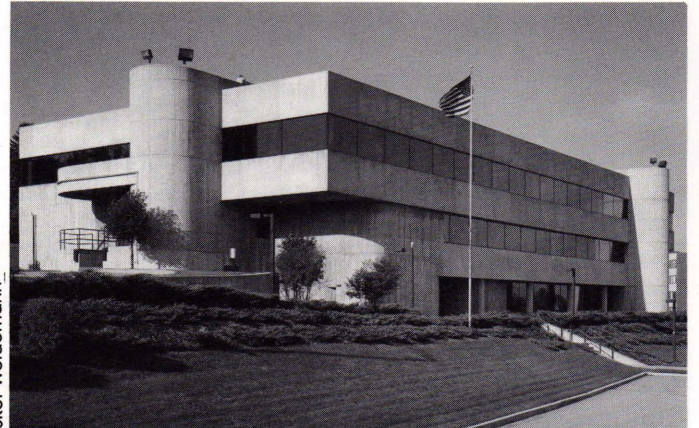


**Anchor Savings & Loan-Hilldale**  
Graven & Associates

302 N. Midvale Blvd.  
1967

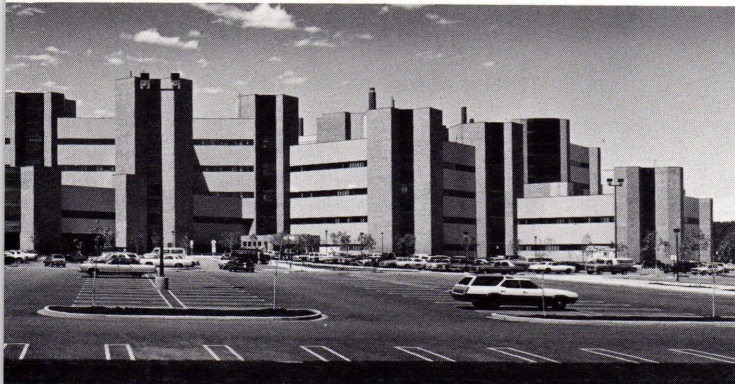
Wollin Studios

Skot Weidemann



**IBM Regional Office Bldg.**  
Kenton Peters Associates

3113 W. Beltline Hy.  
1976



600 Highland Ave.

1978-79

**WARF Building** 610 N. Walnut  
Wisconsin Alumni Research  
Foundation  
John J. Flad and Assoc. 1969



**Walnut Grove office-retail center**  
4000 University Ave.  
Flad & Associates 1981

The sophisticated low-key design of this specialty shopping area has proved successful in attracting customers. From the beginning the designers worked with tenants on storefront and interior details.

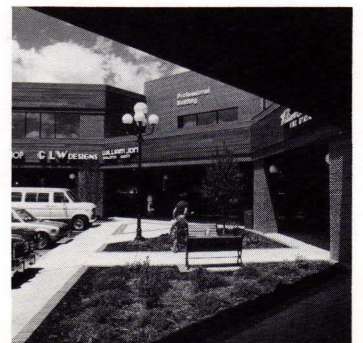


**Expo. Mall East** Potter, Lawson & Pawlowsky, Inc.  
ft. across with no central support. Facility seats over 10,000 people.

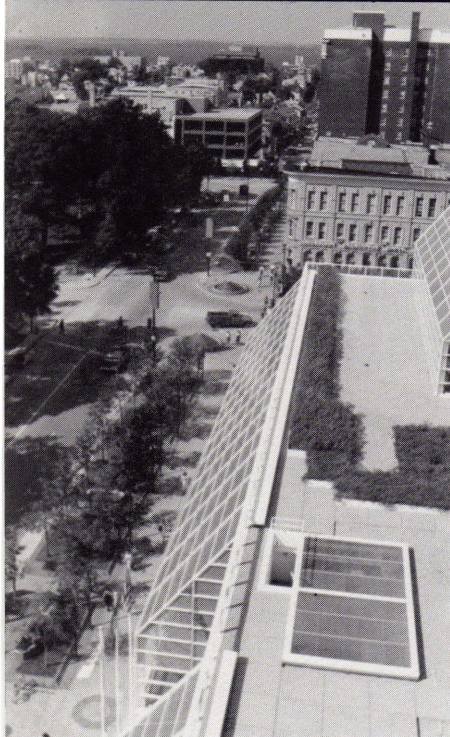
1968



**Van Vleck Hall** 480 Lincoln Dr.  
John J. Flad & Assoc. 1961



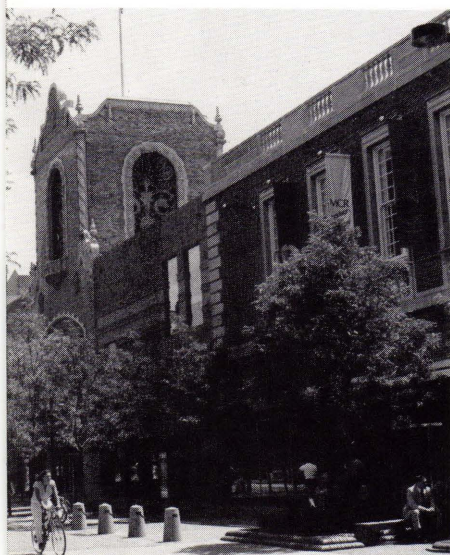




Pinckney Street on Concourse from air.



Capitol Concourse.



State Street Mall showing tower of old Capitol Theater, now Madison Civic Center.



Space between and around buildings is as important to cityscape as is architecture itself. Designed space provides relief from building lined streets and influences activities of people, making cities fun. John Nolen of Cambridge, Mass., a pioneer in city planning was hired in 1908 to help beautify Madison. In 1973 M. Paul Friedberg, urban designer from New York, began plans for our Capitol Concourse and the State Street Mall. The Civic Center, completed in 1980 from an old theater and department store, houses two theaters and the Madison Art Center. Private galleries, public library, and Historical Society Museum all combine to make this area the cultural hub of the city, a delight for pedestrians.

Norman Lenburg



The Union Terrace is one of the few public spaces where Lake Mendota can be enjoyed. It was designed in 1928 by Charlotte Peabody, whose father was state architect. She was a graduate from School of Landscape Design in Cambridge, Mass.



Tenney Park Bridge 1440 E. Johnson  
Arnold & O'Sheridan, Inc. 1971



GEF III Plaza King and Webster  
Sanborn Group, Inc. 1980



Olbrich Botanical Center 3330 Atwood Ave.  
Stuart Gallaher 1978  
This is Madison's only park structure with year around multiple use facilities. Kitchen, dining, and meeting space can be rented by local groups.



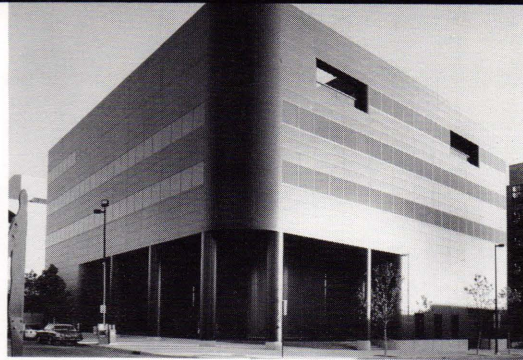
Westmorland Park Shelter 500 Gately Terrace  
Torkelson & Associates c. 1980  
After serious neighborhood problems and the burning of a park shelter, two vandalproof shelterhouse designs were presented to the neighborhood in the form of models, to be voted on by the people who would use the finished shelter. This was the chosen design, with much affirmative feedback.

wisconsin architect/march 1985

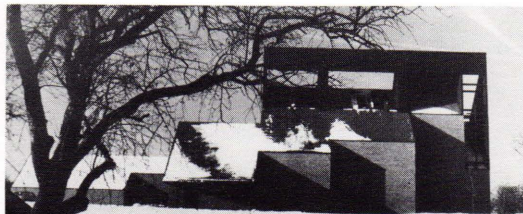




**Cuna Mutual Ins. Society**  
5910 Mineral Point Rd.  
Potter, Lawson, & Pawlowsky, Inc.  
1981



**Federal Court House**  
Peters Orput Inc.  
Henry & Dayton Streets  
1984



**St. Thomas Aquinas Church**  
Bowen, Kanazawa Partnership  
602 Everglade Dr.  
1976



Ezra Stoller

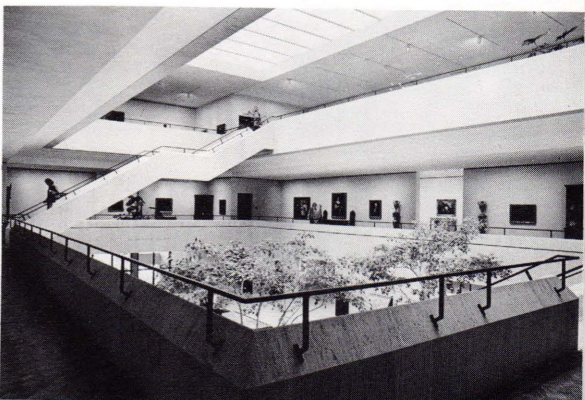
**First Unitarian Society**  
Frank Lloyd Wright  
900 University Bay Dr.  
1951



**Reed Design Associates**  
Brust-Heike Design Ass., Inc.  
An adaptive reuse project resulted in a playful, three dimensional composition of geometric form and space.  
1900 University Ave.  
1983

**The Water Tower Place**  
Helmut Ajungo, exterior  
Herbert Gausewitz, interior

Monona Drive  
1984



Norman Lenburg

**Interior, Elvehjem Art Center**  
Harry Weese, Chicago  
800 University Ave.  
1965

**St. Paul's Chapel**  
Peters & Martinson  
Remodeled neo-gothic church from 1909.  
723 State St.  
1968





There is sincere regret in the loss of valuable architectural gems in Madison, especially during the "tear-down-for-progress" decades of the '50s and '60s. The present trend to preserve, restore, and reuse has resulted in imaginative current use of some of Madison's old but sturdy structures. Here are a few examples.



Fess Garden

1976



Fess Hotel

1883 & 1901

The original Fess was built of wood in the 1850s. In 1883 the cream colored brick structure was built; red brick addition was designed in 1901 by Gordon & Paunauk. The hotel at 123 E. Doty was renovated by Arlan Kay, with restaurant opening in 1975. Upper levels were converted to offices. Garden area was dug down to accommodate access to basement level.



Fire Station #2

1921

In 1980 Kenton Peters & Assoc. remodeled this downtown fire station into an office building with few exterior changes, 301 N. Broom St.

Jeffrey Dean



Joseph Stoner House

1858

This building, built from locally quarried sandstone is listed in the National Register of Historic Places. It was moved about 100 feet in the winter of 1983-84 to its present location at 321 S. Hamilton Street where it houses the offices of the Wisconsin Society of Architects.

Atrium

1873

This property was converted to office and retail use in 1977 by Planning Associates, Inc. This was one of the first renovations on Capitol Square, 23 North Pinckney. Originally it was the Northwestern Business College. Much of the remain-

ing original architecture on the upper levels was restored, including a 25' x 45' two story skylighted atrium which became the focal point of the project. The matching pair of oak stairways at the ends of the atrium are original.

Skot Weidemann



#### Acknowledgements:

Many historical facts for the thread of story in this article must be credited to the research and writings of Richard W. E. Perrin, FAIA; Gordon Orr, FAIA; David V. Mollenhoff, and Reuben Gold Thwaites.

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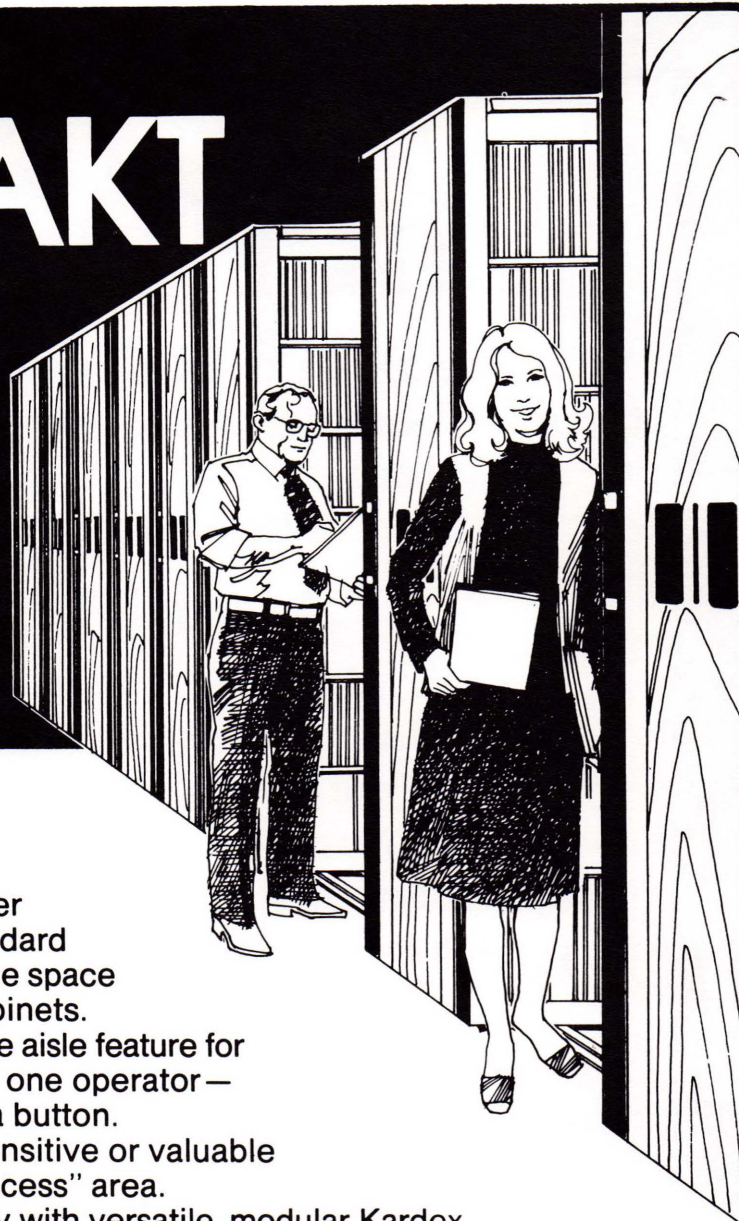
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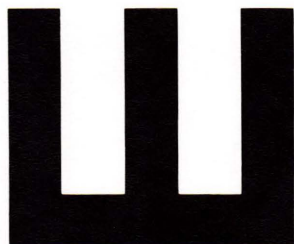
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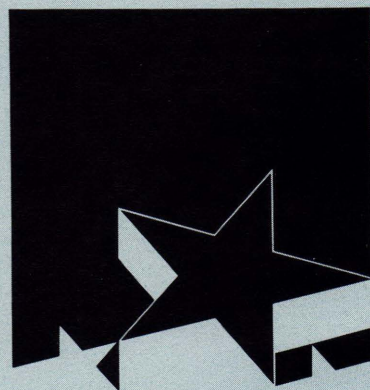
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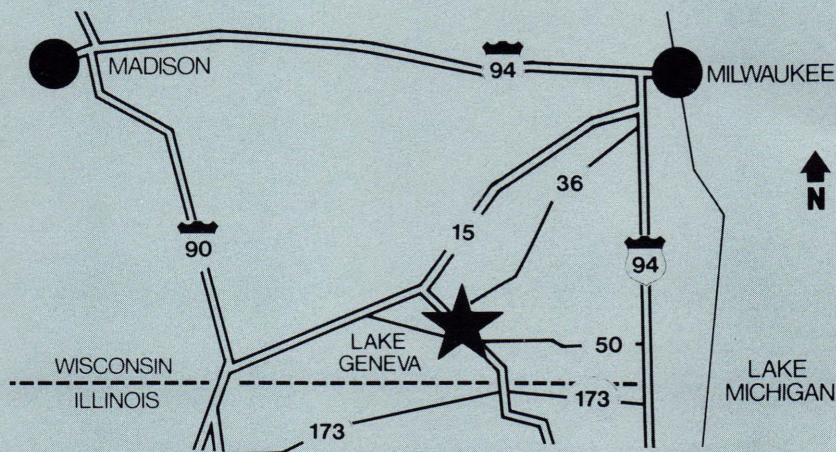
Speakers are nationally respected, articulate, and geared to help us in our aspirations towards success. But it takes more than good speakers to make a successful Convention.

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And have we got a party. The world famous Progressive Architect Cocktail Party continues to grow. This year there will be more hors d' oeuvres, more stops, more entertainment, more libations, and more fun.

Welcome to the 54th WSA annual Convention. See you at The Americana Lake Geneva Resort on April 24 and 25, 1985.

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Take I-294 toward Milwaukee (I-294 changes to I-94.) Then proceed the same as from "The Loop". Take Highway 173 west to Richmond and Highway 12 north to Lake Geneva.

**FROM MADISON**  
Take I-90 south toward Beloit and Janesville... then take De-

lavan exit Highway 11 just south of Janesville. In Delavan... change to Highway 50 and proceed on Highway 50 through Lake Geneva heading east.

### FROM MILWAUKEE

You may take I-94 south to Highway 50 West/Lake Geneva (approximately 19 miles) on two lane road. The resort is on your right. If you go under the over-

pass of Highway 12, you have gone too far. Or...take 894 and Highway 15 south until you see Highway 12/Lake Geneva exit. Exit here and follow Highway 12 until you see Highway 12/Lake Geneva. Take off ramp to stop sign; at stop sign, take a right under the overpass and the resort will be on your left.



**WEDNESDAY, APRIL 24, 1985**  
**REGISTRATION:**  
**8:30 a.m. — 9:30 a.m.**

Check-in at the Registration Desk in the Exhibit Hall and pick up your Convention materials. The Registration Area will be the location of the Message Board, the display of student work, the entrance to the Exhibit Hall, and displays by ASID, IBD, CSI, and other affiliated groups.

**CONTEMPORARY TRENDS  
 IN ARCHITECTURE**  
**WEDNESDAY, APRIL 24, 1985**  
**9:45 — 10:45**



JOHN MORRIS DIXON, FAIA

The Editor of **Progressive Architecture** since 1972, John Morris Dixon, FAIA, has been an active lecturer and author on matters pertaining to contemporary architecture. Prior to taking his current position, he was senior editor at **ARCHITECTURAL FORUM**. In addition to his activities as an author and speaker, he has served on awards juries for numer-

ous AIA component organizations and on the national jury for the AIA in 1983. In 1980, he was a member of the jury for an alternative scheme for the Les Halles district in Paris.

As keynote speaker for this Convention, John Dixon will provide an overview look at current trends in contemporary architecture.

**WISCONSIN ARCHITECTS FOUNDATION  
 ANNUAL MEETING AND RECEPTION**  
**WEDNESDAY, APRIL 24, 1985**  
**10:45 — 11:30 a.m.**

The Wisconsin Architects Foundation (WAF) is completing its 30th year of contributing to the educational development of architecture in Wisconsin. During these 30 years the WAF has dispersed more than \$90,000 in scholarships, as well as building its endowment fund to in excess of \$70,000. During the past year the WAF has completed the restoration of the landmark

Joseph J. Stoner House in Madison which is being used as the permanent home of the WAF and the WSA.

The Board of Directors of the WAF invites all Convention registrants to be their guests for a brief report, wine and hors d'oeuvres immediately preceding the WSA annual meeting and lunch.

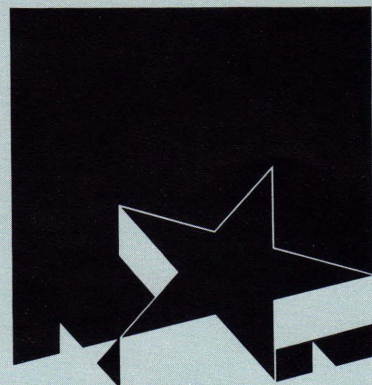
**WSA ANNUAL MEETING AND LUNCH**  
**WEDNESDAY, APRIL 24, 1985**  
**11:30 — 1:15 p.m.**



HARRY SCHROEDER, AIA  
 22

Join WSA President, Harry Schroeder, WSA Executive Director, Eric Englund, AIA Regional Director, Dave Lawson, and the WSA Board of Directors for lunch and the opportunity to hear and discuss important issues facing the profession. This is your chance to talk about the issues and to hear brief reports on the programs and the financial status

of the WSA. Members and non-members are encouraged to come and participate. Ask questions in an open and free wheeling forum which is being planned to provide you with the opportunity to feedback your thoughts, comments and observations regarding the WSA operations. Lunch is on the WSA . . . come and talk.





**HONOR AWARDS PRESENTATION  
AND ANALYSIS  
WEDNESDAY, APRIL 24, 1985  
1:15 — 2:15 p.m.**

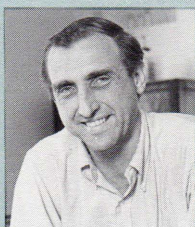


WILLIAM C. MUCHOW, FAIA

Here's your chance to get an inside look into the jurying for the 1985 WSA Honor Awards program. William C. Muchow, FAIA, of Denver, Colorado will provide a design critique of both winners and "also rans". Prior to this time, award recipients will be known only by the Design Awards Committee. Muchow will be one of three jurors who scrutinize the submitted projects in March and will provide an insightful and informative look at the jurying process,

as well as winners and losers. Bill Muchow has extensive experience as an educator, speaker, juror and in AIA activities. He was the AIA's National Honor Awards Chairman in 1978, Chairman of the Jury of Fellows in 1979, and has served on a vast number of state and regional Honor Awards juries. Bill currently serves on the AIA Board of Directors and should provide an informative and exciting insight into the jurying process.

**DESIGN EXCELLENCE  
WEDNESDAY, APRIL 24, 1985  
2:15 — 3:15 p.m.**



PETER Q. BOHLIN, FAIA

As principal in charge of design for Bohlin Powell Larkin Sywinski, Peter Bohlin, FAIA, directs the design of all major commissions, in addition to serving as principal-in-charge for many of BPLC's projects. His efforts have earned the firm a reputation for technical and design excellence recognized by more than 55 regional and national awards since its establishment in 1965, including the AIA's National Honor Award, Silver and Gold Medals from

the Philadelphia Chapter of the AIA, and awards from HUD, DOE and the International Solar Energy Society. The firm's work is published regularly in both domestic and foreign professional and technical publications. Mr. Bohlin served as 1984 Chairman of the AIA's National Committee on Design and is anxious to share his thoughts, observations and comments on the value of design excellence.

**CONSTRUCTION INDUSTRY RECEPTION  
AND OPEN HOUSE PARTY  
WEDNESDAY, APRIL 24, 1985  
3:15 — 7:15 p.m.**

Come to the largest "hospitality suite" to ever hit Lake Geneva. This hospitality suite will be in the Exhibit Hall and will feature 108 exhibits of construction related materials, services, furniture and equipment. There is no registration fee for this event. Invitations have been sent to contractors, subcontractors, interior designers, landscape architects, urban planners and others interested in the design and construction industry.

Bring your spouse. Invite your co-workers, consultants, industry friends and clients. This is an excellent opportunity to update your knowledge on current construction services and materials . . . while having a good time. Free beer and pretzels.

Door prizes will be given away hourly . . . including a video recorder so that you can watch X-rated architectural movies.

**PROGRESSIVE ARCHITECTURE  
COCKTAIL PARTY  
WEDNESDAY, APRIL 24, 1985  
7:15 — 9:15 p.m.**



This is your opportunity to visit with architects and exhibitors in the most informal of settings . . . a progressive cocktail party. The cornerstone of this party will be champagne and shrimp in the master suite of the Americana Lake Geneva. Other stops in the progressive party will be for wine, smoked fish, pate, quiche, cheeses, and various other culinary delights. There will be at least ten different stops on this journey in search of the perfect hors d'oeuvre and cocktail.

gressiv party will be for wine, smoked fish, pate, quiche, cheeses, and various other culinary delights. There will be at least ten different stops on this journey in search of the perfect hors d'oeuvre and cocktail.

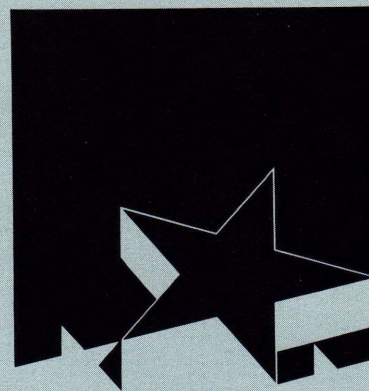
**GOURMET DESSERT, COFFEE  
AND DANCING  
WEDNESDAY, APRIL 24, 1985  
9:15 — 11:15 p.m.**

What happens after you've made all the stops on the Progressive Architecture Cocktail Party? Then it's time for gourmet dessert, coffee and dancing. All will be available in the Americana Room, located above the swimming pool at the Americana.

If you're still hungry, you can relax and enjoy dinner with friends and companions. Dinner is available on your own either at the Americana or at a vast number of fine restaurants in the Lake Geneva area.



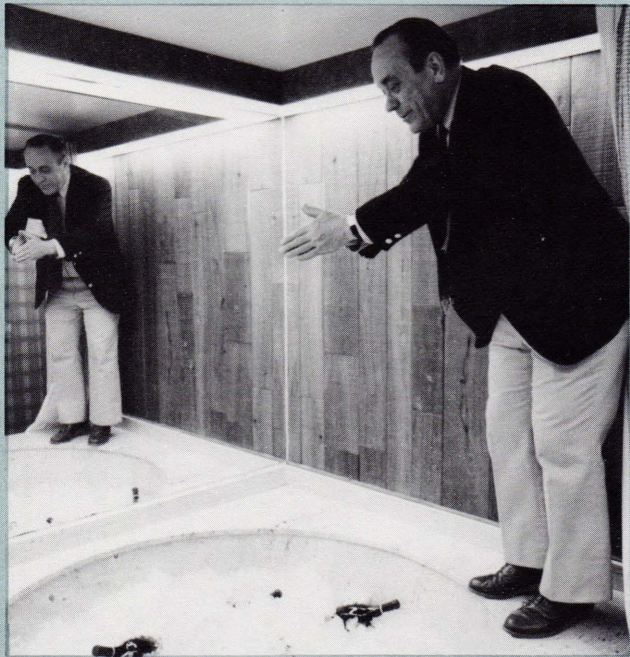
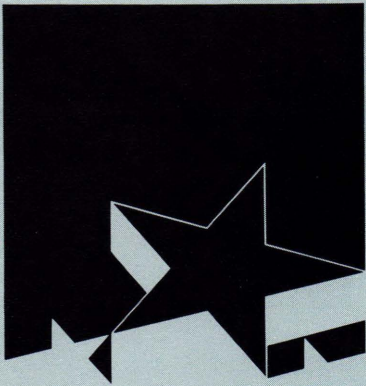
## CONVENTION SCHEDULE



DAY	SPEAKERS AND SEMINAR	SPECIAL EVENTS
<b>Wednesday</b> <b>April 24, 1985</b>	<p><b>8:30-9:30 a.m.</b> — Registration</p> <p><b>9:45-10:45</b> — John Dixon, FAIA Speaker</p> <p><b>1:15-2:15 p.m.</b> — Honor Awards Presentation and Analysis Bill Muchow, FAIA Speaker</p> <p><b>2:15-3:15 p.m.</b> — Design Excellence Peter Bohlin, FAIA Speaker</p>	<p><b>10:45-11:30 a.m.</b> — WAF reception and annual meeting</p> <p><b>11:30-1:15 p.m.</b> — WSA lunch and annual meeting</p> <p><b>2:30 p.m.-3:00 p.m.</b> — Exhibitor meeting</p> <p><b>3:15-7:15 p.m.</b> — Exhibits Open Construction Industry Reception</p> <p><b>7:15-9:15 p.m.</b> — Progressive Architecture Cocktail Party</p> <p><b>9:15-11:15 p.m.</b> — Gourmet Dessert, coffee, and dancing</p>
<b>Thursday</b> <b>April 25, 1985</b>	<p><b>8:30-9:00 a.m.</b> — WSA Salary Survey Review and Discussion</p> <p><b>9:00-9:30 a.m.</b> — Compensation Critics</p> <p><b>9:30-10:30 a.m.</b> — Compensation Crisis Jim Franklin, AIA Speaker</p> <p><b>10:30-11:30 a.m.</b> — Design Fees and Pricing Frank Stasiowski Speaker</p> <p><b>1:30-3:00 p.m.</b> — A Profitable Practice Franklin/Stasiowski</p> <p><b>3:00-4:00 p.m.</b> — Boosting Your Compensation Franklin/Stasiowski</p>	<p><b>7:15 a.m.</b> — Fun Run</p> <p><b>8:00-8:30 a.m.</b> — Continental Breakfast</p> <p><b>11:30-1:30 p.m.</b> — Exhibits Open-Walking Lunch</p> <p><b>4:00-6:00 p.m.</b> — Exhibits Open-Door prize drawing including trip to San Francisco</p>



REMEMBER LAST YEAR

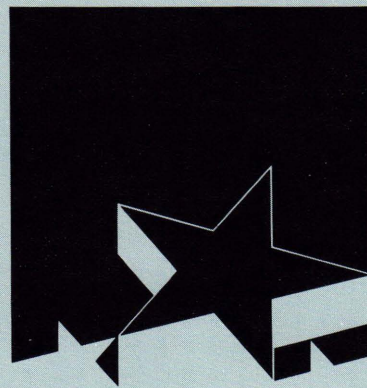




**WSA ANNUAL FUN RUN**  
**THURSDAY, APRIL 25, 1985**  
**7:15 a.m.**



Here's your chance to run, walk or creep over a three or five mile course. You don't even have to be the first one across the finish line to win . . . all you have to do is predict your time and then come closest to that prediction. And prizes . . . have we got prizes. In addition to fame, fortune and your picture in the **WISCONSIN ARCHITECT**, the winner will receive a prize which is too grand to even mention in this publication.



**CONTINENTAL BREAKFAST**  
**THURSDAY, APRIL 25, 1985**  
**8:00 — 8:30 a.m.**

Enjoy a cup of coffee, tea or cocoa along with a fresh croissant prior to the morning's first seminar. You'll need the

nourishment after last night . . . and it's another opportunity to visit with friends and peers from around Wisconsin.

**WSA ANNUAL SALARY SURVEY**  
**THURSDAY, APRIL 25, 1985**  
**8:30 — 9:00 a.m.**

The results of the WSA's 1985 Salary Survey will be distributed and discussed as the opening session on today's pro-

gram which will emphasize fees and compensation. Let's talk about salaries and fees.

**COMPENSATION CRITICS**  
**THURSDAY, APRIL 25, 1985**  
**9:00 — 9:30 a.m.**

Spend a half hour listening to those who criticize architects and their compensation level. Don't bother to bring tomatoes to throw at the critics . . . this

will be a multi-media presentation utilizing video tape interviews. These comments are guaranteed to be thought-provoking and provocative.

**COMPENSATION CRISIS —  
 DEFINING THE PROBLEM**  
**THURSDAY, APRIL 25, 1985**  
**9:30 — 10:30 a.m.**



JAMES R. FRANKLIN, AIA

If we are really going to get serious about compensation, we have to do a better job of defining the problem. Is there a vicious circle that includes loss of quality, loss of revenues, and loss of credibility? Are there other variables which define the compensation crisis? If we're going to come up with some answers . . . we have to fully define the problem. Jim Franklin, AIA, will facilitate the wrestling match with these and other problems. Jim has practiced architecture in the Southeast for the last

20 years and has also worked diligently and effectively for the profession itself. He began as a one man firm in 1964 and has successfully developed the operation into a 33 person firm with offices in Chattanooga and Atlanta. Jim has extensive experience both speaking and publishing on matters pertaining to management of architectural firms and remains committed towards the role of an architectural resolution of the compensation crisis.

**DESIGN FEES AND PRICING —  
 PART OF THE SOLUTION**  
**THURSDAY, APRIL 25, 1985**  
**10:30 — 11:30 a.m.**



Frank Stasiowski

Frank Stasiowski, president of Practices Management Associates, Ltd., provides quality productivity improvement information to the architectural profession through a wide variety of vehicles including seminars, conferences, trade shows, textbooks, reports, newsletters, consulting and video programs. Join

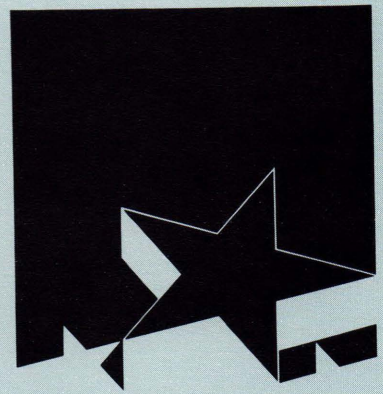
Frank for the first of two one-hour seminars in which some of the solutions to the compensation crisis are discussed. Don't expect an esoteric philosophic discussion . . . be prepared for specifics on how the profession can achieve better fees and compensation.

**WALKING LUNCH**  
**WEDNESDAY, APRIL 24, 1985**  
**11:30 — 1:30 p.m.**

Meet the 108 exhibitors of construction related services, equipment and furniture. Enjoy a walking lunch (included in your registration fee) as you stroll

through the Exhibit Hall. Door prizes. VTAE student drafting competition and other special events are all included in this event.





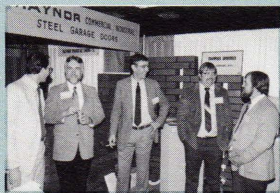
**A PROFITABLE PRACTICE**  
**THURSDAY, APRIL 25, 1985**  
**1:30 — 3:00 p.m.**



1984 DOOR PRIZE WINNER

In this day dedicated to architects' compensation, our morning speakers, Jim Franklin and Frank Stasiowski, will present for comment, review and discussion additional information pertaining to compensation. No . . . this just doesn't speak to fees. It includes salaries, strategies for negotiating with people, and other variables involved in a profitable practice.

**BOOST YOUR CLOUT**  
**AND COMPENSATION**  
**THURSDAY, APRIL 25, 1985**  
**3:00 — 4:00 p.m.**



1984 Exhibit Area

Interviews with John Burgee, FAIA, New York City; John Portman, FAIA, Atlanta; and Cesar Pelli, FAIA, New Haven will close out the discussion on fees and compensation in an upbeat manner. They may be the "stars" of contemporary architecture . . . but they have much to offer to us in wrestling with the "means and methods" of increasing and enhancing architectural fees and compensation.

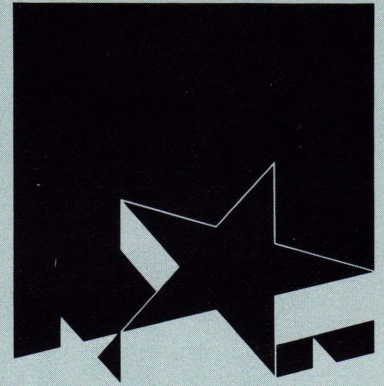
**EXHIBIT AREA**  
**THURSDAY, APRIL 25, 1985**  
**4:00 — 6:00 p.m.**

One last chance to have that final chat with exhibitors, friends, or pick up product information for current jobs. Door prize drawing will include round trip tickets to San Francisco to attend AIA's National Convention. The WSA Convention Committee will sponsor "one for the road" . . . have a cup of coffee and an apple to help you get home.



## **SPOUSES**

The spouses of individuals registered for the Convention will be offered free admittance to all Convention presentations, exhibits and spouse activities. Spouses will be responsible for the cost of tickets to special events. Each spouse should obtain an identification badge at the Registration Desk. In addition to being able to utilize the Americana's sauna, pool and steam room, spouses of individuals registered for the Convention will receive either a complimentary round of golf or one complimentary hour of court time on the Americana's indoor tennis court.



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## **LODGING**

A block of rooms has been reserved at The Americana Lake Geneva, Lake Geneva, Wisconsin. Exhibitors and registrants participating in the WSA's 54th annual Convention will be able to obtain rooms (single or double occupancy) for \$50 per night. These rooms normally rent for \$80 per night. Reservation forms for rooms are available through the WSA office.

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## **MESSAGE CENTER**

There will be a Message Center at the Convention where you can be contacted. Calls should be placed to the Wisconsin Society of Architects Convention (414) 248-8811 and the callers should ask for the WSA Message Center.

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## **CEU CREDIT OFFERED**

For the eighth year, the WSA will be awarding CEU credits for attendance at the seminars during the two days of the Convention. If you plan to take advantage of this opportunity, please note the item on the registration form related to CEU credit. One CEU credit is equivalent to 10 hours of seminars/classroom attendance.

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## **DOOR PRIZES**

Door prizes to be awarded during exhibit periods include a video recorder, round trip air tickets to San Francisco to the AIA's National Convention, art work, books, etc. Come join in the fun.





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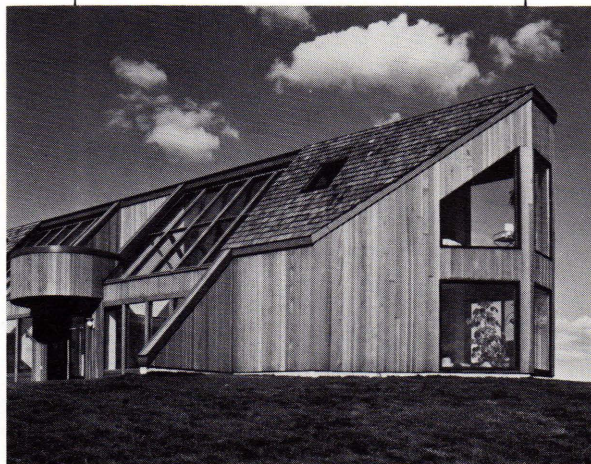
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# N/W Chapter Members Graduate From WITI

Wisconsin Indianhead Technical Institute-Rice Lake Campus is pleased to introduce its 1985 Architectural Commercial Design graduating class.

You will be able to meet these prospective employees at the convention this year. They will have a booth with samples of their work and will be available for job interviews during the convention.

Classes taken by the students in the Architectural/Commercial Design program are as follows:

## First Year Courses

- 2 Math
- 2 Technical Science
- 1 Communications
- 1 Sociology
- 1 Construction
- 1 Estimating
- 2 Architectural Drafting

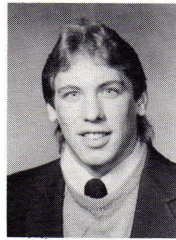
## Second Year Courses

- 1 Sociology
- 1 Economics
- 1 Technical Writing
- 2 Structural Design
- 1 Mechanical & Electrical Systems
- 1 Construction
- 1 Topographic Science
- 1 Architectural Office Practices
- 2 Architectural Drafting

If you wish to contact any of these people, write:

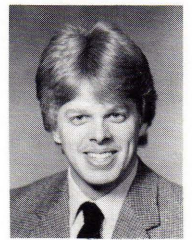
Wisconsin Indianhead Technical Institute  
1900 College Drive  
Rice Lake, WI 54868

or Phone: (715) 234-7082



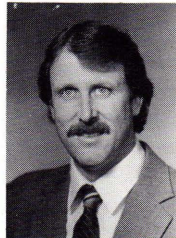
Tim Derrick

Prior to enrolling at WITI-Rice Lake, I worked on my parents farm helping with the construction of many buildings and became interested in the architectural field. With summer employment, I gained experience in pouring foundations, framing, and landscaping. During my two years at WITI, I have been a member of the Architectural Research Club, NAHB, and WSA/AIA. With this experience I feel I would be a valuable employee in both the commercial or residential area. I am looking forward to furthering my education and experience in the field of architecture.



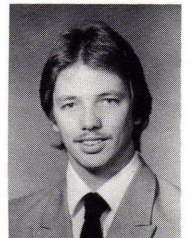
Brent E. Johnson  
Hudson, WI

My goal upon graduation from WITI in Rice Lake is to attain employment in the architectural/construction field and eventually becoming a construction supervisor. While attending WITI, I have become an active member of WSA/AIA, Student Senate, NAHB, and was elected president of the student NAHB chapter. To gain further experience in the construction field I work as a carpenter and mason for a residential contractor. Relocation will further add to my experience, education, and interests in the field of architecture and construction.



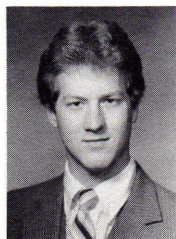
Thomas J. Schwaab

The Education received at WITI and eight years of carpentry has given me the experience and confidence to be capable of doing a good job in architecture. I was able to get more involved in school by being an active member of NAHB, WSA/AIA Northwest chapter, President of Architectural Research Club, President and Treasurer of the WITI Vets Club and a member of the Architectural Commercial Design Advisory Committee. While enrolled at WITI, I maintained a Grade Point Average of 3.9 and received a year of computer training. I received the Architectural Research Clubs Scholarship for my first year's performance in school. My family is very supportive and looking forward to relocation allowing me to pursue a career in Architecture.



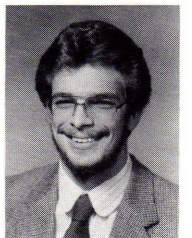
Jerome M. Robel

The interest I have in architecture began when I was introduced to this area of drafting in high school. In addition to graduating from high school with honors, I received a Knights of Columbus Scholarship for academic achievements. Having worked hard at all my classes at WITI, I've maintained a 3.94 overall GPA and have been at the top of my drafting class every semester. I've supplemented my technical education with a computer class which has sparked an interest in the computer aided design area. I am an active member in student chapters of both NAHB and WSA/AIA. Being a fast learner and hard worker, I feel I could adapt and do well in almost any aspect of the architectural field. Being single at the present time I am readily available for work at any location.



Jerome A. Rugen  
Onalaska, WI

My interest in Architecture began during drafting classes in high school. Receiving two local scholarships enabled me to continue my education at WITI in Rice Lake. At WITI I have excelled in all my classes maintaining a 3.50 grade point average. I am an active member of the WSA/AIA, NAHB, and also represented the class in the student government. I take pride in my abilities and am confident that I can handle the responsibilities of an architectural draftsman.



Robert Buehler

My goal after obtaining a job in an architectural firm is to advance toward getting my architectural license. Upon graduating from Onalaska High School, I received two scholarships and an Industrial Arts Academic award. While working 25 hours a week, I have maintained above a 3.0 GPA at WITI. I am an active member in the student chapters of the WSA/AIA and NAHB. I am also treasurer of the Architectural Research Club and represent my class in the student senate. Since I am a fast learner and willing to relocate, I would make you a valuable employee.

wisconsin architect/march 1985



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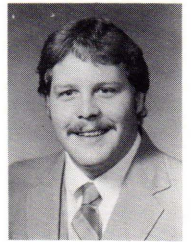
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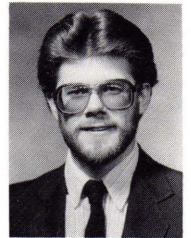
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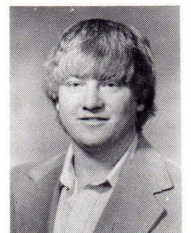
David A. Lane

After graduating from high school with four years of math, including one year of Calculus, and also receiving the John Ellifson Scholarship, I enrolled in Computer Technology at District One Technical Institute. While at District One Technical Institute, I studied AC/DC Circuitry and Computer Programming to give me some background before enrolling at WITI, Rice Lake. My classes, being relatively easy for me, enabled me to be an active member of the Student Chapter WSA/AIA and NAHB. My goal is to further my career in Field Supervision and some day work my way up to a licensed engineer. With two years experience working for the Barron County Highway Department, helping set grades and other related construction jobs and my two years at WITI, I feel confident that I am able to assume many responsibilities. My ability to work hard, and to do it well, enables me to be a fast learner and a reliable employee. With the support of my family I am willing to relocate to further my career in Architecture.



Robert G. Anderson

Graduating from a small high school in northern Wisconsin, I went into the field of Carpentry. For three years, I did remodeling, finish work, and new-home building. I left my work to further my education in Architecture and related areas. My studies include: Estimating, Computer Applications, and Mechanical Systems among others. I was actively involved in NAHB and WSA/AIA clubs, and enjoy all sports as well as staying in good physical health. I'm willing to relocate and would like to pursue an area of sales of construction and architectural materials.



Keith Cloutier

My interest in Architecture began in high school with two and a half years of drafting. I pursued my interest at WITI with Architectural courses, some computer training, and three years of math. I have been an active member of NAHB, the Northwest Chapter of WSA/AIA, as well as the Vice President of the Archy Club, and I have maintained a 3.19 GPA. I am looking for new challenges and willing to relocate to find them. My goal is to work in an Architectural Firm, pick up more schooling, and become a registered Architect in the future.

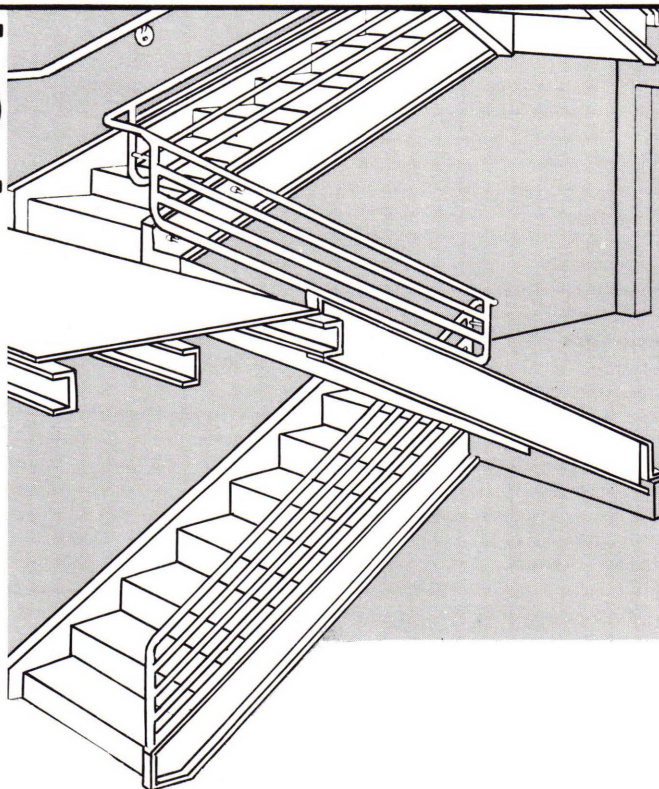
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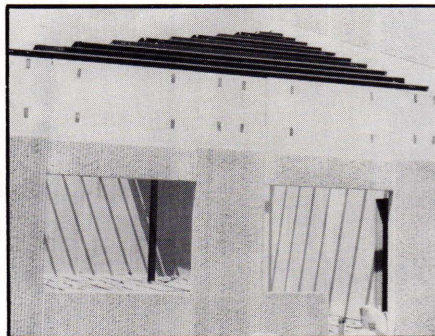
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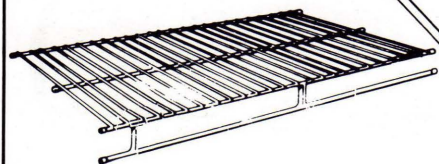
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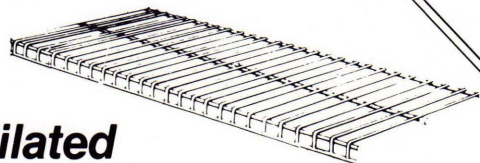
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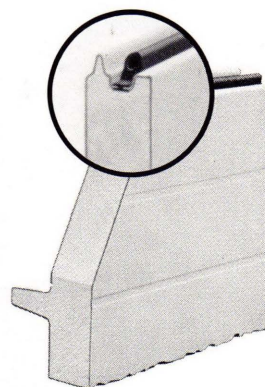
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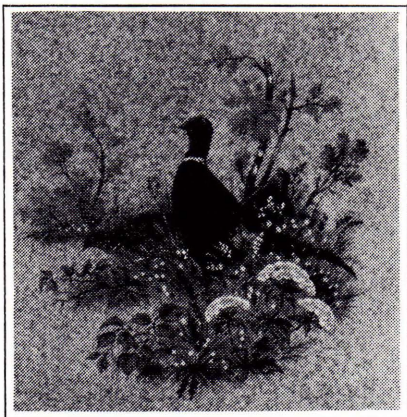
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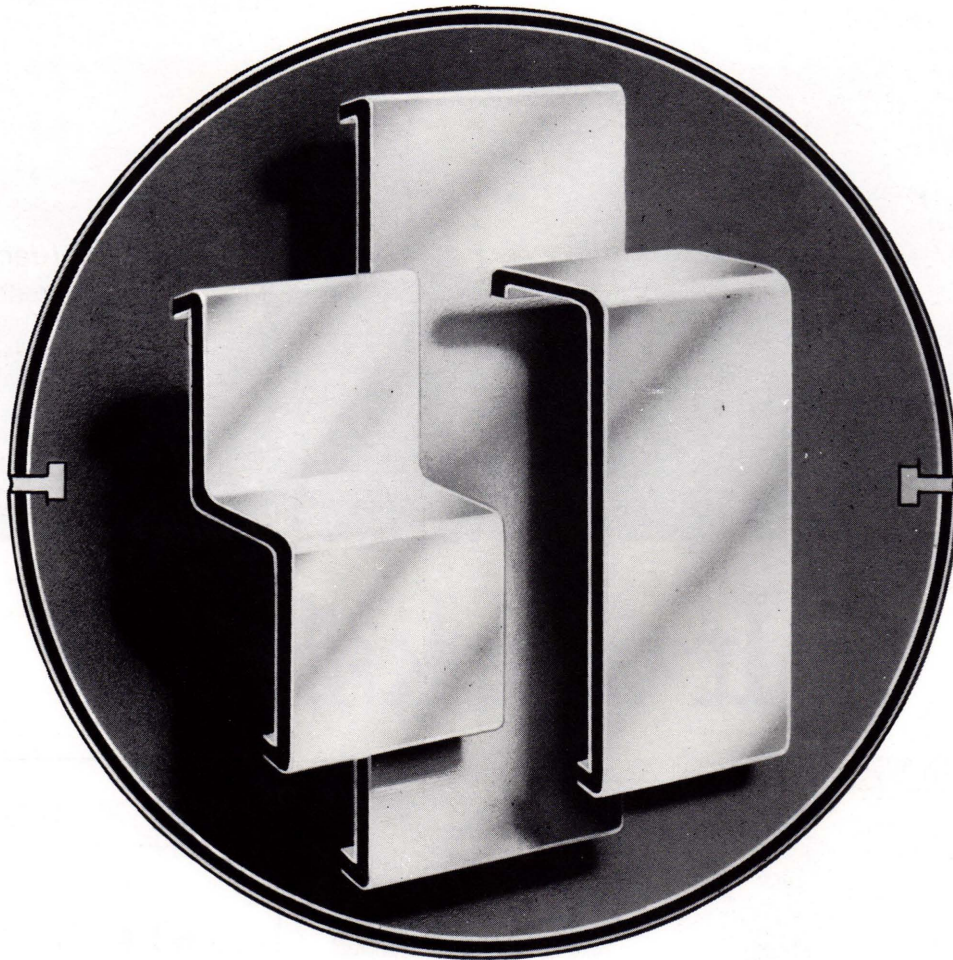
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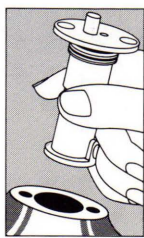
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# SOCIETY NEWS

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## A CONVERSION FACTOR FOR BIDDING

The WSA office was advised by one of its members that a public owner was considering bidding for architectural services.

The WSA directed correspondence to the public owner detailing why selection of an architect on the basis of low bid did not completely and properly serve the needs of the owner. Included with this letter were forms and materials used by other public owners in undertaking a competence based selection method.

Two months later the public owner who had indicated they were going to bid for architectural services released their request for proposal. The request for proposal requested substantial information regarding the abilities and competence of the firm. The request for proposal did not request a bid.

Don't forget to use **your** organization as a tool toward educating owners (public or private) on the merits of a competence based selection of architects.

---

## WSA ENDORSES GOLD MEDAL

The WSA Board of Directors has endorsed a WSA Gold Medal. This award is in recognition of an individual architect who has performed most distinguished leadership and service to the WSA/AIA over an extended period of time. This award is in recognition of services over and above that expected of any official capacity and in recognition of efforts which have advanced the cause of the architectural profession and provided an inspiration to fellow architects. This award will be the highest award the WSA/AIA can bestow on any of its members.

Nominations for this award should be presented to the WSA Board no later than 12/1 of any given year for balloting by the WSA Board of Directors at their annual December meeting.

To obtain a copy of the appropriate nomination form, contact Eric at the WSA office.

---

## ASSOCIATE NEWS

For those taking the Architect Registration Exam (ARE) in June 1985:

Architectural License Seminars, Inc. (ALS) is sponsoring two seminars for ARE preparation. The first is the Structural Seminar and will be held at the Marriot O'Hare in Chicago on Friday, April 12 from 8:30 - 5:00. The second is the Design Seminar which covers the Building and Site Design sections of the exam, and will be held Thursday, May 16 at the Marriot O'Hare in Chicago from 8:30 - 4:30. Each seminar has a fee of \$90.00, or both for \$160.00. ALS also offers home study courses and study guides at additional cost. For additional information, write to ALS at

Box 64188  
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NCARB is also publishing a 2 volume set of books for ARE preparation. The set is \$60.00 and can be obtained by writing NCARB at

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**HYZER  
AND  
EHRICH  
APPOINTED  
TO DILHR  
COMMITTEES**

Dave Hyzer, AIA, with Strang Partners of Madison has been appointed at the recommendation of the WSA to the DILHR project committee for structural requirements. George Ehrich, AIA, with the Green Bay firm of Architects Group Ltd., has been appointed at the recommendation of the WSA to DILHR's Project Committee for Classes of Construction and Fire Resistive Standards. WSA encourages and lobbies for architects on all DILHR committees. WSA members who are interested in serving on DILHR committees should contact Eric at the WSA office.

---

**FRIVOLOUS  
LAWSUIT -  
UPDATE**

Several years ago the WSA was actively involved in drafting and securing passage of a Wisconsin law providing a remedy for individuals who are subjected to frivolous lawsuits. The basis for this action by the WSA was the perception on the part of many in the Wisconsin architectural community that they (architects) were being frivolously brought into lawsuits without any significant chance of their being found responsible. The prevailing perception was that while there was no responsibility, that the costs of defending oneself in this kind of a lawsuit and the reality of settlement left them without a remedy in those situations in which there was no true basis for liability.

A recent case was called to the attention of the WSA which confirms that the statute is working.

A doctor (there will be no editorial comment) brought an action against a contractor listing an entire shopping list of problems which were allegedly the result of neglect and careless construction by the contractor. The action was brought three years after the doctor had moved into the house . . . and the matter went to trial four years after the action was brought.

The trial lasted eight days and involved nine attorneys.

The jury found no negligence on the part of the contractor. After the verdict, the contractor claimed that the doctor's action was frivolous and requested reasonable attorney's fees. The trial court granted the contractor's motion and ordered that he recover \$12,069 plus costs and disbursements from the doctor as reimbursement for the doctor's needlessly pursuing a frivolous lawsuit.

Yes . . . architects, contractors and others make mistakes. Yes . . . they have responsibilities when they make those mistakes. Yes . . . they get sued even when they don't make mistakes.

Keep your chin up, there are laws which attempt to protect your interest. For more information contact Eric at the WSA office.

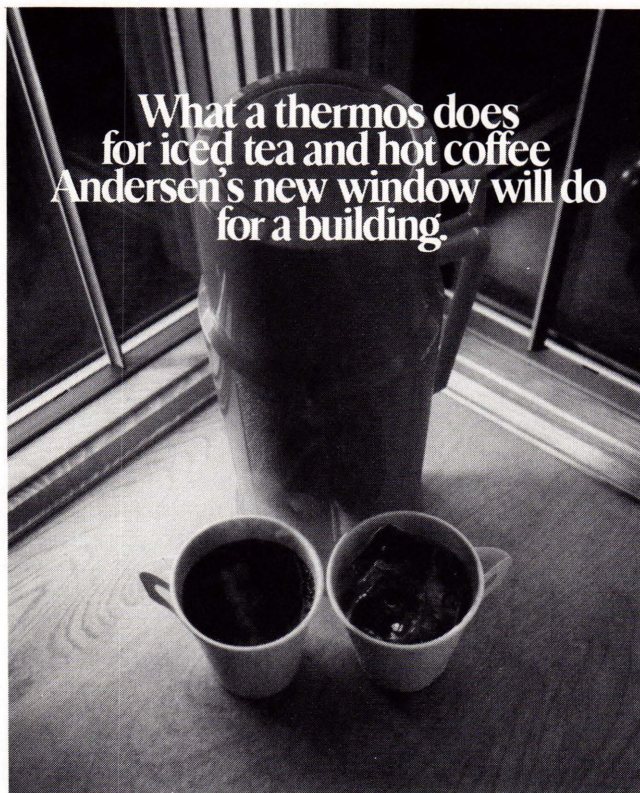
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**CHEAP  
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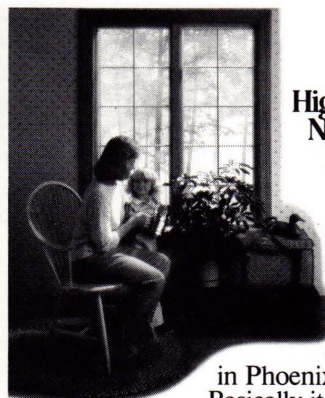
Unbeknownst to most people in Wisconsin, the state of Wisconsin maintains its own Life Fund which is a state-sponsored life insurance program which offers low-cost life insurance to residents in Wisconsin. The fund operates on a non-profit basis, has minimal overhead, and has not been permitted to use commercial agents to sell its policies or is permitted to pay commissions for those who sell the policy. The result of all of this is that as a Wisconsin resident you can obtain life insurance through this fund for an extremely reasonable premium.

The WSA receives no kickback, management fee, etc., for calling this matter to your attention. We only call the existence of the State Life Insurance Fund to your attention because it is an extremely cost effective way for you to obtain life insurance for yourself, your spouse, or any other resident of Wisconsin.





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**OWNER-ARCHITECT  
CONTRACT . . .  
CHARGING AND  
BILLING  
INTEREST**

The WSA recently had occasion to conduct a mini-survey with a number of Wisconsin architectural firms regarding their practice of charging interest to owners.

The prevailing practice is to insert into the owner-architect agreement an interest penalty for late payment. There really wasn't any consensus regarding the amount of interest typically placed into the contract. Several of the firms used prime rate or prime rate plus 2%. Others used a stated interest rate ranging from 10% to 18%.

Without exception, the surveyed firms did **not** automatically bill for interest on delinquent accounts. Billing for interest by firms appears to only take place with consent of a partner and it does not appear to happen very often. Instead, it appears that in most cases the account is billed and if it is delinquent it is billed again after 30 or 45 days with a follow-up call and billing after another 30 or 45 days. The accrued interest is typically referred to during the call to the client requesting payment, although the interest is not shown on the billing. It appears that the practice is to only physically bill for interest where there is perception that the account is a "bad one" i.e. that the chances of having to collect a count through the courts or through threat of litigation are great.

For further information contact Eric at the WSA office.

---

**THANKS**

Mr. Eric Englund  
Executive Director  
Wisconsin Architects Foundation  
321 South Hamilton Street  
Madison, WI 53703

RE: WISCONSIN ARCHITECTS FOUNDATION SCHOLARSHIP

Dear Sir:

I am writing this letter to thank you for the scholarship of \$500 I've been awarded by the Wisconsin Architects Foundation. It will have a great effect on my future. My current financial situation is okay, but, because of federal aid cuts and a tuition increase, I did not plan to be back in school studying architecture next year.

Thanks to your grant I should be able to go to school next year and be able to graduate.

Once again . . . thank you very much.

Sincerely,

Scott Stelmacher  
Student-Iowa State University

---

**MEMBERSHIP  
ACTION**

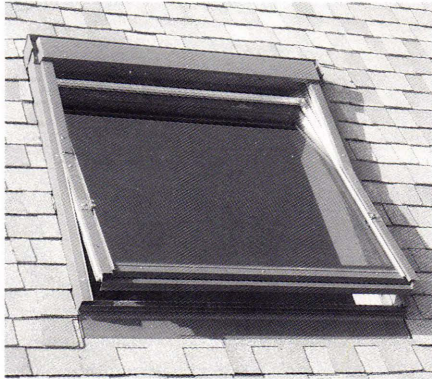
HOERIG, JAMES E., was approved for AIA Membership in the Southeast Wisconsin Chapter.

GRAHAM, MARK SCOTT, was approved for Professional Affiliate Membership in the Southeast Wisconsin Chapter.



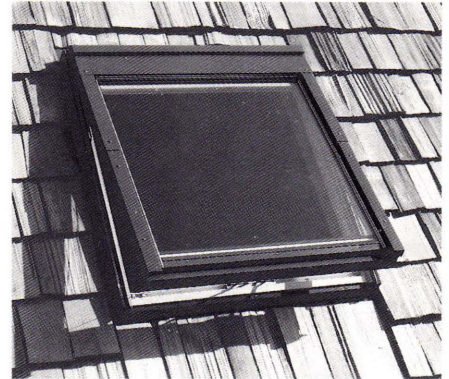
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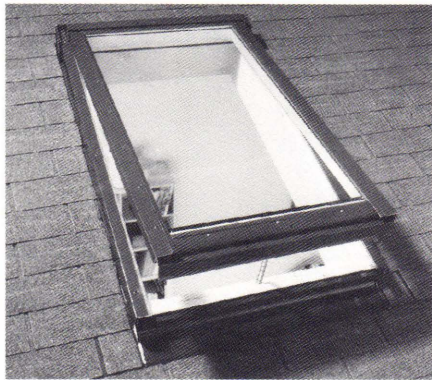
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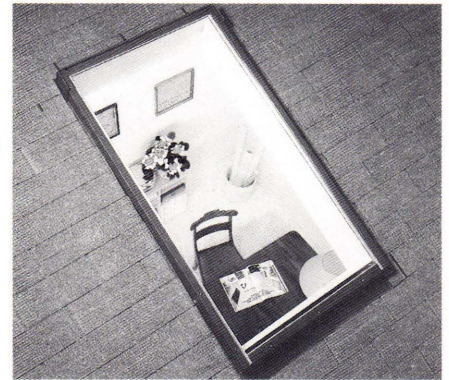
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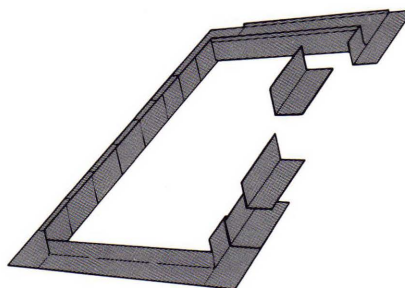
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PETERSON, TIMOTHY K., was approved for AIA Membership in the Northwest Wisconsin Chapter.

YAKICH, RONALD J., was approved for Associate Membership in the Northeast Wisconsin Chapter.

GUMMER, ROBERT L., was approved for AIA Membership in the Southeast Wisconsin Chapter.

JOHNSON, TODD M., was approved for AIA Membership in the Southeast Wisconsin Chapter.

HERWIG, PAUL M., was approved for AIA Membership in the Southeast Wisconsin Chapter.

MOONEY, TERENCE R., was approved for AIA Membership in the Southeast Wisconsin Chapter.

SCHINNELLER, JAMES A., JR., was approved for AIA Membership in the Southeast Wisconsin Chapter.

SCOTT, RICHARD, was approved for AIA Membership in the Northwest Wisconsin Chapter.

VILLAND, KNUTE W., was approved for AIA Membership in the Southwest Wisconsin Chapter.

RICHARDS, DONALD J., was approved for AIA Membership in the Southwest Wisconsin Chapter.

GORDEN, DAVID T., was approved for Associate Membership in the Southwest Wisconsin Chapter.

HARLOW, WM. S., was approved for Student Membership in the Southeast Wisconsin Chapter.

HOLASEK, GERALD J., was approved for AIA Membership in the Southeast Wisconsin Chapter.

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#### PEOPLE AND PLACES

COLIN L. GODDING, AIA now has his own firm. His new firm name is: ARCHITECTURE/CSG, INC. and is located at 44 East Mifflin Street, Madison, WI 53703. Phone Number (608) 251-4402.

Congratulations to ROGER E. MC MULLIN, AIA. He is now an Emeritus Member.

Congratulations to ROGER HERBST, AIA. He is an Emeritus Member. He is retiring to MARCO ISLAND, FLORIDA.

---

#### WSA GROUP WORKERS' COMPENSATION PLAN - SAVE \$\$

There is a common belief that rates and benefits for Workers' Compensation insurance are all the same. Most policies are not able to return premium when loss experience is good. However, if you are part of a group insurance program, **you may be eligible to get back dollars that are left after the insurer's basic expense and claims costs are deducted from the premium.**

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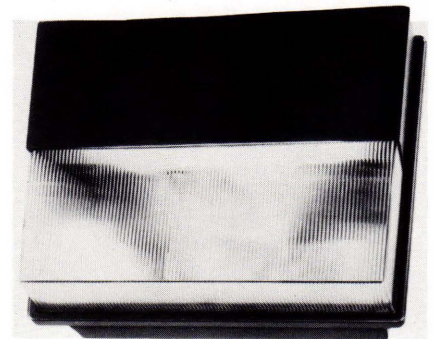
After establishing a sound track record of nearly 100 satisfied A&E users in the Denver, Colorado area, WIND-2 Research, Inc. has introduced WIND-2 ONE to the national market.

This powerful and versatile business management software uses standard and readily available accounting data to perform project invoicing, project budget management, project and overhead cost analysis, accounts receivable, employee profit analysis and job costing specifically for architectural and engineering companies.

WIND-2 ONE incorporates numerous quality control checks to eliminate operator error, is easy to use, and can be tailored to meet business-specific needs. On-screen data review and self-help screen functions allow the user to review all input and analysis data before report printing. The system requires no data consolidation or end-of-period processing; the integrity of input and historical data are always maintained. A powerful editing capability and automatic data reset and correction utilities make data and report revisions simple and efficient. An interface with LOTUS 1-2-3 provides forecasting and graphic capabilities.

WIND-2 ONE will run on most computers operating under MS-DOS or CP/M. The system retails for \$1995 which includes an easy to use manual, program diskettes, installation instructions, complete program support, free updates, and a money back guarantee.

For more information contact: WIND-2 Research, Inc., 419 Canyon Avenue, Suite 224, Fort Collins, Colorado 80521, 303-482-7145.



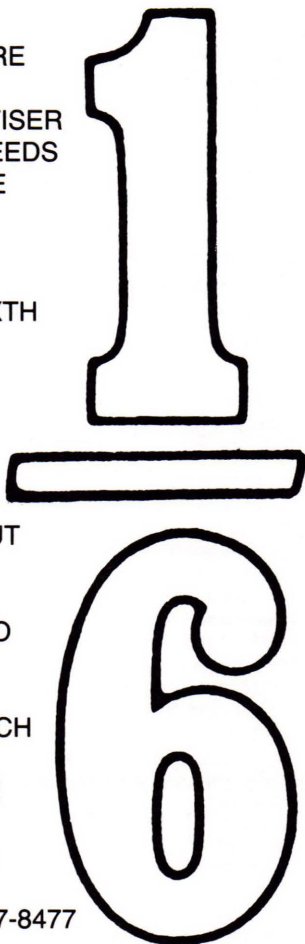
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Ralph E. Schaefer, born April 4, 1908, died earlier this year. Ralph was a long time member of the WSA and its predecessor organizations. He began his training in 1927 with Richard Phillip and was actively involved in the practice of architecture since that time.

Ralph was involved in various WSA activities over the decades, and is survived by his son, James William Schaefer, AIA.

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